

Entrepreneurial Success Roadmap

STAGE	1. WANNAPRENEUR/STARTUP	2. MARKET DEVELOPMENT	3. KNOWN BRAND	4. FULL OPERATION	5. CORPORATE BUILDING
CUSTOMER BASE	10+	100+	1,000+	10,000+	100,000+
ANNUAL TURNOVER	<R150,000	R150,000-R10m	R10m-R100m	R100m-R500m	R500m-R1b
STAGE CHARACTERISTICS	<ul style="list-style-type: none">- Dreaming of being an entrepreneur- Side hustles and freelance work- Still employed or unemployed	<ul style="list-style-type: none">- One product- One persona (ideal customer)- One demand generation channel	<ul style="list-style-type: none">- Well-known and accepted in the market- Increase in customer lifetime value (LTV) calculated on gross profits	<ul style="list-style-type: none">- Consistency of service delivery- Professionalising the business	<ul style="list-style-type: none">- Multiple revenue streams- Conglomeration, a business of businesses
PRODUCT ROADMAP	Feature: <ul style="list-style-type: none">- Usability- Improve gain/pain ratio- Simple, easy-to-use, tripwire offer- Obvious ROI (10x)	Product <ul style="list-style-type: none">- Deliver through partners- Add services- Develop a whole product	Solution <ul style="list-style-type: none">- Get more customers and more from each customer- Get references- Improve product RAS	Market <ul style="list-style-type: none">- Segment- Get a beach head- Improve repeatability	Company <ul style="list-style-type: none">- Product line- Scalability- Profitability
PROBLEM(S)	Entrepreneurial Skills, Character Traits & Belief Deficiencies	You Have No Idea What You're Doing	You're Not Making Enough Profit Per Customer to Scale	Inconsistent Delivery, Poor Tracking, CRM Issues, Messy Finances, etc.	Dying Innovation Culture, Aging Products, and "Old Hat" Thinking to New Problems
OBJECTIVE(S)	Quit Day Job	Product/Market Fit	Client Monetisation	Business Efficiency	Business Expansion
FOCUS	GROW AS AN ENTREPRENEUR <ul style="list-style-type: none">- Identify gaps in your entrepreneurial skills, character traits, and beliefs and address through repetition, habit tracking, getting results, and gradual improvements- Leverage your networks	EXPAND YOUR MARKET <p>Pick the right market (one persona, one avatar, and a starving crowd which is in incredible pain, has purchasing power, is easy to target, and is growing)</p> <ul style="list-style-type: none">- Identify and double down on your ideal customer	ADD HIGHER LEVERAGE TO DELIVERABLES <p>Add leverage of labour (collaboration), capital, code (licensing), or content (media) to base units to make your offers 10x more valuable</p> <ul style="list-style-type: none">- Metrics, KPIs and segmentation	CREATE A REPEATABLE BUSINESS MODEL <p>Plan intensively an organisation that will deliver on its promise consistently, and then hire experienced professionals to execute your plan.</p> <ul style="list-style-type: none">- Enter new markets	SCALE THE BUSINESS <p>Attract new talent that is incentivised to drive growth, innovate, and create their own small companies within the larger company</p>