



The Structured Start-Up

Learn What Matters Most

The Structured Start-Up is designed for busy entrepreneurs to learn what they need to know in order to get where they want to go. You can go through the modules and questions in any order, allowing you to focus on what's most important for your company. Each module contains lesson content, guiding questions, and additional resources.

Module 1

CONTENT covers: The importance of a mission/mission statement and values both to the start-up itself and to customers and investors.

QUESTIONS guide the user to: Articulate the company's mission, vision, values, principles, and purpose.

Module 2

CONTENT covers: Understanding your customers' perspectives, needs, and status-quo solutions.

QUESTIONS guide the user to: Explore and examine your customers' perspectives and needs and how your product or service can satisfy those needs.

Module 3

CONTENT covers: Understanding your market perspective, including knowing where your company fits in the larger market, what your target market should be, and whether or not your company's position in the market is defensible.

QUESTIONS guide the user to: Explore your market context and how your start-up fits within that broader context.

Module 4

CONTENT covers: The importance of crafting a compelling company narrative and the connection between a founder's brand and their company's brand.

QUESTIONS guide the user to: Articulate their company's "why" by creating a narrative that shows why they do what they do, how they got where they are, and where they want to go.

Module 5

CONTENT covers: How MVPs (Minimum Viable Products) can benefit start-ups.

QUESTIONS guide the user to: Think through their next steps for their product or service and for their company.

Module 6

CONTENT covers: How initial customers can help you to test your MVP and give insight about how your company needs to grow.

QUESTIONS guide the user to: Consider who their first customers may be and how they can provide feedback.

Module 7

CONTENT covers: How developing customer personas can help you understand your customers, what you can offer them, and how/if your customer base can scale.

QUESTIONS guide the user to: Think through why customers would choose you and what will make them continue to choose you – and recommend you to others.

Module 9

CONTENT covers: How trust is important to the sales process and the importance of studying how other companies build trust through their go-to-market strategies.

QUESTIONS guide the user to: Define their message for their customer and discover the best communications channels to deliver that message to the customer.

Module 11

CONTENT covers: How to understand your industry ecosystem as well as how your company is positioned in that ecosystem.

QUESTIONS guide the user to: Consider competitors both large and small as well as opportunities to broaden your understanding of your competitors, the industry itself, and your company's position in that industry.

Module 13

CONTENT covers: How to find the right full-time employees to take your business where it needs to go.

QUESTIONS guide the user to: Consider the sales and marketing, operational, administrative, and research and development functions of your organization as well as who would best fit those roles.

Module 8

CONTENT covers: The importance of affecting the sales channel to change purchasers' behavior.

QUESTIONS guide the user to: Describe the current sales channel and how your company can enter it in a way that changes customer behavior.

Module 10

CONTENT covers: How the purpose and type of business can tell you what you need to operate and scale the business.

QUESTIONS guide the user to: Determine what they need to produce their good or service as well as what the team needs to produce (and market, manage, direct, sell, etc.) that good or service as well as they possibly can.

Module 12

CONTENT covers: Building a successful leadership team, key traits of helpful early-stage contributors, and the benefits of finding a co-founder.

QUESTIONS guide the user to: Explore the strengths and key attributes of your leadership team.

Module 14

CONTENT covers: Essential functions of an advisory board and how early-stage companies can use bootstrapping techniques to fulfill those functions until they can have a structured board.

QUESTIONS guide the user to: See who fulfills what advisory role/function, where there are gaps in your companies' advisors, and how you can fill those gaps.

Module 15

CONTENT covers: The importance of a good company culture and how the founder establishes that culture.

QUESTIONS guide the user to: Examine the company's values and consider how those values can contribute to and build the company's culture.

Module 16

CONTENT covers: Techniques for making a revenue forecast (and pitfalls that founders fall into).

QUESTIONS guide the user to: Define their technique for forecasting revenue as well as determining factors that may affect revenue.

Module 17

CONTENT covers: How to perform a unit economics analysis, including a discussion of recurring revenue and scale.

QUESTIONS guide the user to: Identify sources of revenue; fixed, ongoing, and one-time costs; and what level of scale makes the most sense for your company.

Module 18

CONTENT covers: The necessity of objective financial measurements and how to develop Objectives and Key Results.

QUESTIONS guide the user to: Evaluate what your company needs to accomplish in the near term and develop Objectives and Key Results to help direct your company and to evaluate the success of your Objectives.

Module 19

CONTENT covers: How to test one's business plans for blind spots and weaknesses.

QUESTIONS guide the user to: Identify the risks to start-ups in general and your business in particular. Perform a SWOT analysis to evaluate your current business and business plan.

Module 20

CONTENT covers: How to put together a pitch deck for investors as well as other sources of capital to explore.

Final Project

Draft a business plan for your company.

Coming Soon

from The Structured Start-Up and First Avenue Ventures

Here at First Avenue Ventures, we're dedicated to empowering entrepreneurs and the entrepreneurial economy. To that end, we're busy improving The Structured Start-Up as well as the services we can provide for you and your team.

In the coming weeks, look out for our new The Structured Start-Up Podcast and for new and expanded content in The Structured Start-Up platform. Laurel Mills, our Vice President of Marketing and Strategy, is also available to give talks on marketing or how to build a pitch deck.

For more information about First Avenue Ventures, The Structured Start-Up, and the services we provide, please [visit our website](#) or [schedule an assessment!](#)