This Lean Startup Development Schedule Prepared For:

Company Name

Team Members:

Name

Name

Name

Date:

This Lean Startup Development Schedule Prepared For:

Formalize Development Path

From Page 1

If Externally Funded

Develop, Trial Investor Pitch

P-DAY: 125

A-DAY:

C-DAY:

Conduct Full-On Beta Test

P-DAY: 150

A-DAY:

C-DAY:

If Internally Funded

Determine Go/No Go

P-DAY: 175

A-DAY:

C-DAY:

• Pivot
• Refine
• Retest

Share Results With Stakeholders

Gain Channel Expertise

Launch Into Expanded Market Test (ie: 5% U.S. pop.)

• Share Concept, Plan, Test Results With Intermediaries
• Incorporate Feedback Into Launch/Operations Plan

• Get Larger Scale Validation of Product/Service Concept and Execution
• Validate Sales, Profits - Enable Stable National Projections

Develop Launch/Operations Plan

P-DAY: 200

A-DAY:

C-DAY:

Prepare Launch/Operations Plan

P-DAY: 300

A-DAY:

C-DAY:

Exit Via Sale of Business

Scale Business to Max Potential

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Name

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Formalize Development Path

From Page 1

If Externally Funded

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If Internally Funded

Determine Go/No Go

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