

START-UP FRAMEWORK

16 SUCCESS FACTORS

CONTENT

PHASE

1) CONCEPT LEVEL

1A

Convincing idea

1B

Attractive
Storytelling

1C

Creating minimal
viable product

1D

First customer
feedback

A) DESIGN

2) BUSINESS LEVEL

2D

Clear organisational
design: 3 yr.

2C

Solid investment
case: 3 yr.

2B

Solid business
plan: 3 yr.

2A

Appealing business
model (canvas)

B) ORGANISE

3) COMMERCIAL LEVEL

3A

Market & customer
knowledge

3B

Excellent (product)
marketing

3C

Lead generation &
sales

3D

Operational
fulfilment

C) SELL

4) TEAM LEVEL

4D

Execution power

4C

Flexibility to
change & improve

4B

Stimulating
culture

4A

Highly
motivated team

D) IMPROVE

