BELL VENTURES
Build great companies. Fast.

100 TASKS FOUNDERS

WEEKS: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

SETUP

START WITH PROBLEMS | PLAN MISSION | ASSEMBLE CORE TEAM | COLLECT IDEAS | DETERMINE BUSINESS MODELS

LAUNCH

DEVELOP MVP | RAISE (PRE-)SEED CAPITAL | BUILD FUNCTIONS | SET UP KPI REPORTS | GO LIVE

SCALE

RAISE GROWTH CAPITAL | BUILD CULTURE | LEARN FROM DATA | OPTIMIZE FUNCTIONS | BEST-PRACTICE COMPANY

CROSS-FUNCTIONAL

- Gather all steps
- Streamline Steps
- Ensure ESG Compliance
- Setup Lean PMO
- Gather Requirements for Each Function
- Define Top 20 KPIs
- Dig Deeper Using Ad-hoc Reports for each Function
- Start KPI Reporting
- Groom & Prioritize Product Roadmap
- Phase in OKR System
- Accelerate Workforce
- Define Best Practices for Each Function
- Implement Best Practices
- Implement Ongoing Knowledge Sharing

BUSINESS

- Identify Problems & Trends
- Evaluate Problems & Trends
- Select Problem to Focus on
- Pinpoint Pain Points & Determine Jobs to Be Done
- Decide on One of 'Three Horizons'
- Transfer Proven Business Modelsto Ecosystems of future growth
- Generate 'Long List' of Ideas
- Distil into 'Short List'
- Compare How to Innovate („10 Types of Innovation") forShort List'
- Compare How to Compete in „Blue Ocean" for 'Short List'
- Compare Using 'Business Model Canvas' for "Short List"
- Compare Using Customer Discovery
- Rank Business Models on 'Short List'
- Build & Adapt Proof of Concept of #1 Business Model
- Define your USPs
- Define Vision, Mission, & Core Values
- Assemble Focus Group & Follow „Lean Startup" Loop Until Achieving 'Customer Validation'
- Prepare Daily, Weekly, and Monthly Reports
- Navigate Using Daily, Weekly, & Monthly Reports
- Re-assess Suppliers & Partners
- Constantly Evaluate Further Growth & Expansion Options

PRODUCT & TECH

- Specify MVP
- Determine Tool Stack
- Develop MVP
- Create Design & Wireframes
- Select Payment Service Provider
- Prepare Tech Infrastructure and Security
- Set up Data Warehouse
- Stress Test & Bug-Fix Across Functions
- Continue Testing & Bug-fixing
- Analyze Customer Engagement with Product
- Enhance UI/UX According to Usability Tests
- Boost Tech Stack's Scalability, Availability, Speed, & Security
- Optimize Payment Mix, Fees, Checkout Funnel & Fraud Prevention
- Achieve Product-Market Fit

OPERATIONS

- Design Operating Model
- Define Central & Local Logistics Value Streams
- Build Supply Chain
- Perform Capacity-planning for Facility
- Set up Content Production
- Organize Distribution
- Ramp Up Facility
- Set Up Customer Care
- Re-design Operating Model According to Data
- Eliminate Operational Bottlenecks
- Improve Management of Sales Funnel
- Automate Important Manual Processes

SALES & MARKETING

- Define Your Brand
- Establish an Online Footprint
- Finish Logo & Creatives
- Institute Sales Funnel
- Prepare Cross-channel Marketing & Sales Strategy
- Prepare Press List
- Conduct Launch PR Campaign & Paid Marketing
- Focus on Cross-channel Marketing Mix that Works
- Optimize CAC vs. CLV
- Enhance CRM
- Build Brand & Execute PR Strategy
- Improve Customer Care Processes to Maximize NPS

PEOPLE & CULTURE

- Secure Mentorship
- Round out Founding Team
- Master Founder Fundamentals
- Define Target Organizational Chart
- Set up Accounting
- Set up Bank Account
- Set Hiring Targets
- Set up Employee Participation Program
- Design and Track Hiring Process
- Foster People Development
- Create and Maintain Company Culture

FINANCE & LEGAL

- Build Financial Model
- Perform Legal Check of Business Model & Key Documents
- Calculate Costs for MVP Development
- Incorporate Legal Entity
- Register Trademark
- Analyze Progress Toward Financial Targets
- Establish Proper Financial Reporting, Controlling, & Compliance

FUNDRAISING

- Create Pitch Deck
- Consider Various Funding Options
- Calculate Required Funding Amount & Valuation
- Determine Non-financial Investor Requirements
- Identify Relevant Investor Types
- Prepare and Pitch to Potential Investors
- Evaluate Potentially Interested Investors
- Secure (Pre-)Seed Investment
- Secure Growth Investment

MILESTONES

Problem Identified → Founding Team → Long List → Short List → Problem-Idea Fit → Validated Venture → MVP Specifications → MVP Development → See Investment Secured → KPI Reporting → Stress Test → Go Live → Growth Investment Secured → Best Practices Implemented → Data Deep Dive → Product Market-Fit Achieved

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