

Lesson 61

The Complete Journey — A Retrospective



Reflecting on the journey you have taken

60 Lessons Complete



100%

Course I

Course II

Course III

Course IV



The Four-Course Journey

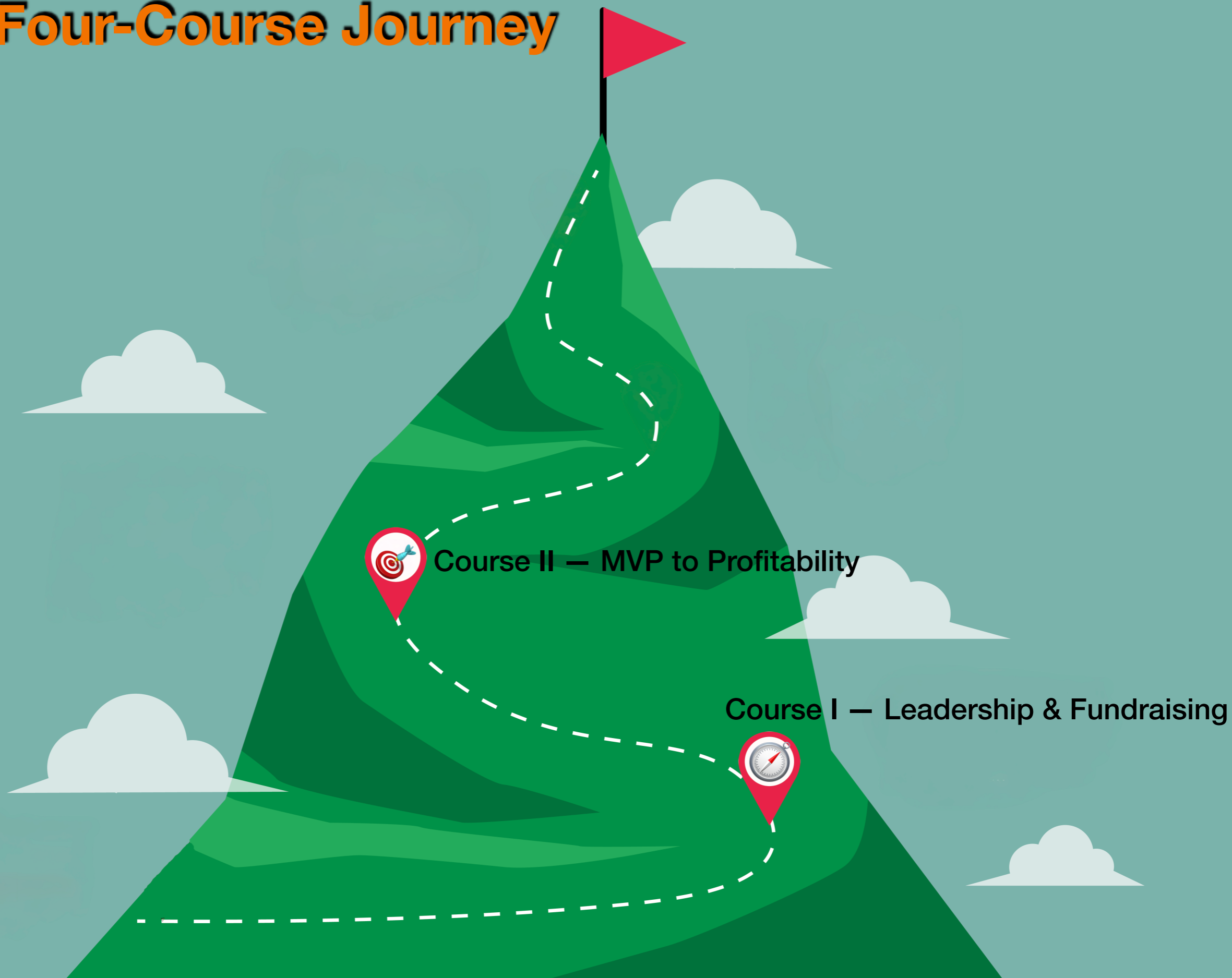


The Four-Course Journey

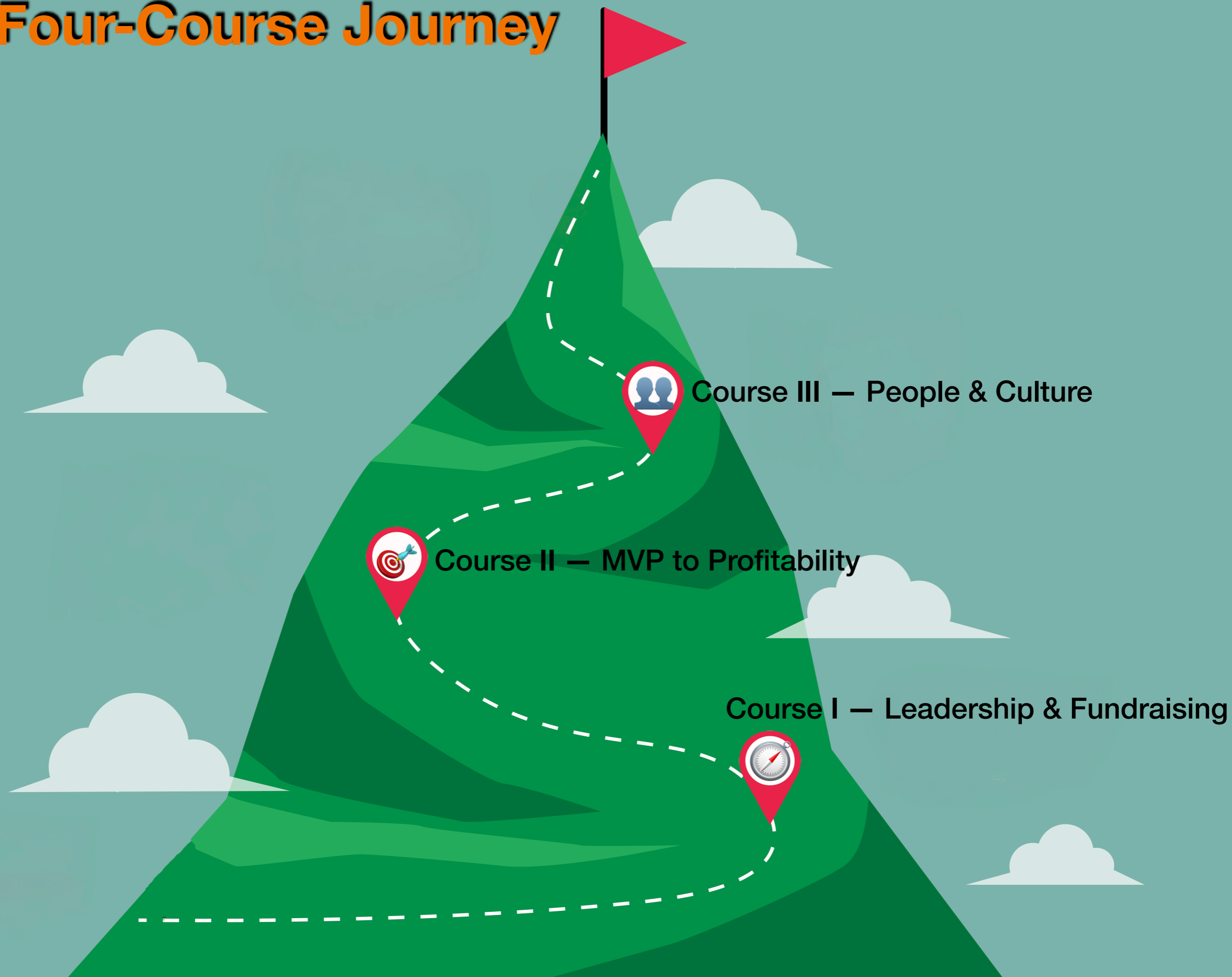


Course I – Leadership & Fundraising

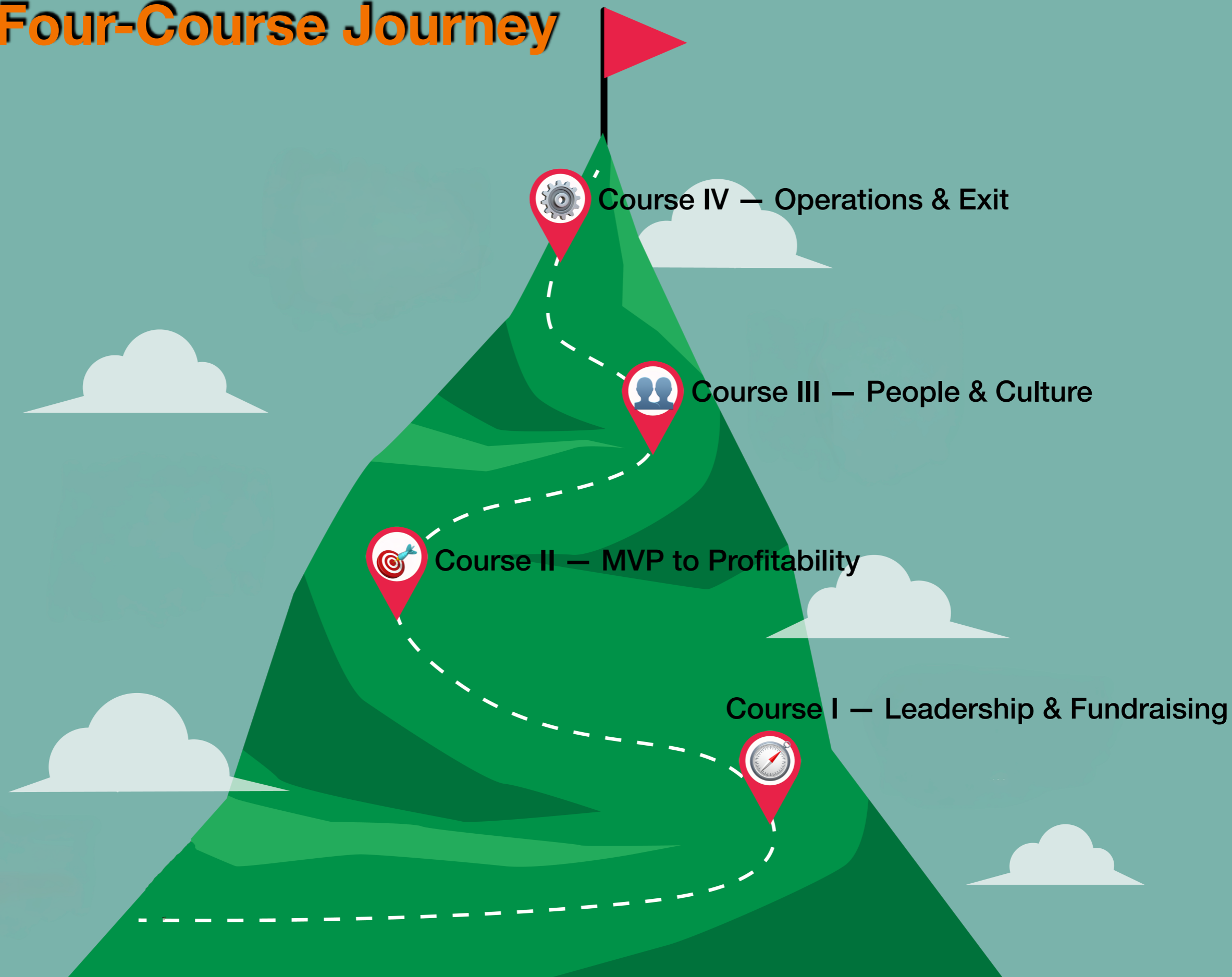
The Four-Course Journey



The Four-Course Journey



The Four-Course Journey



Course I Recap



- CEO Readiness
- Founder Dynamics
- Funding Hierarchy
- Investor Motivations
- Term Sheets
- Due Diligence

Course II Recap



- Market Supremacy
- Lighthouse Customers
- MVP Strategy
- Product-Market Fit
- Go-to-Market
- Cash Flow Positive

Course III Recap



- Four Management Philosophies
 - Culture as Advantage
 - Psychological Safety
 - Scaling Complexity
 - Hiring Timing
 - Pivot Communication

Course IV Recap



- Strategic Scaling
 - Operational Systems
 - Legal & IP
 - Board Dynamics
 - Crisis Management
 - Post-Exit Planning

Courses Build on Each Other

 **Course IV – Operations & Exit**

 **Course III – People & Culture**

 **Course II – MVP to Profitability**

 **Course I – Leadership & Fundraising**

Essential Frameworks



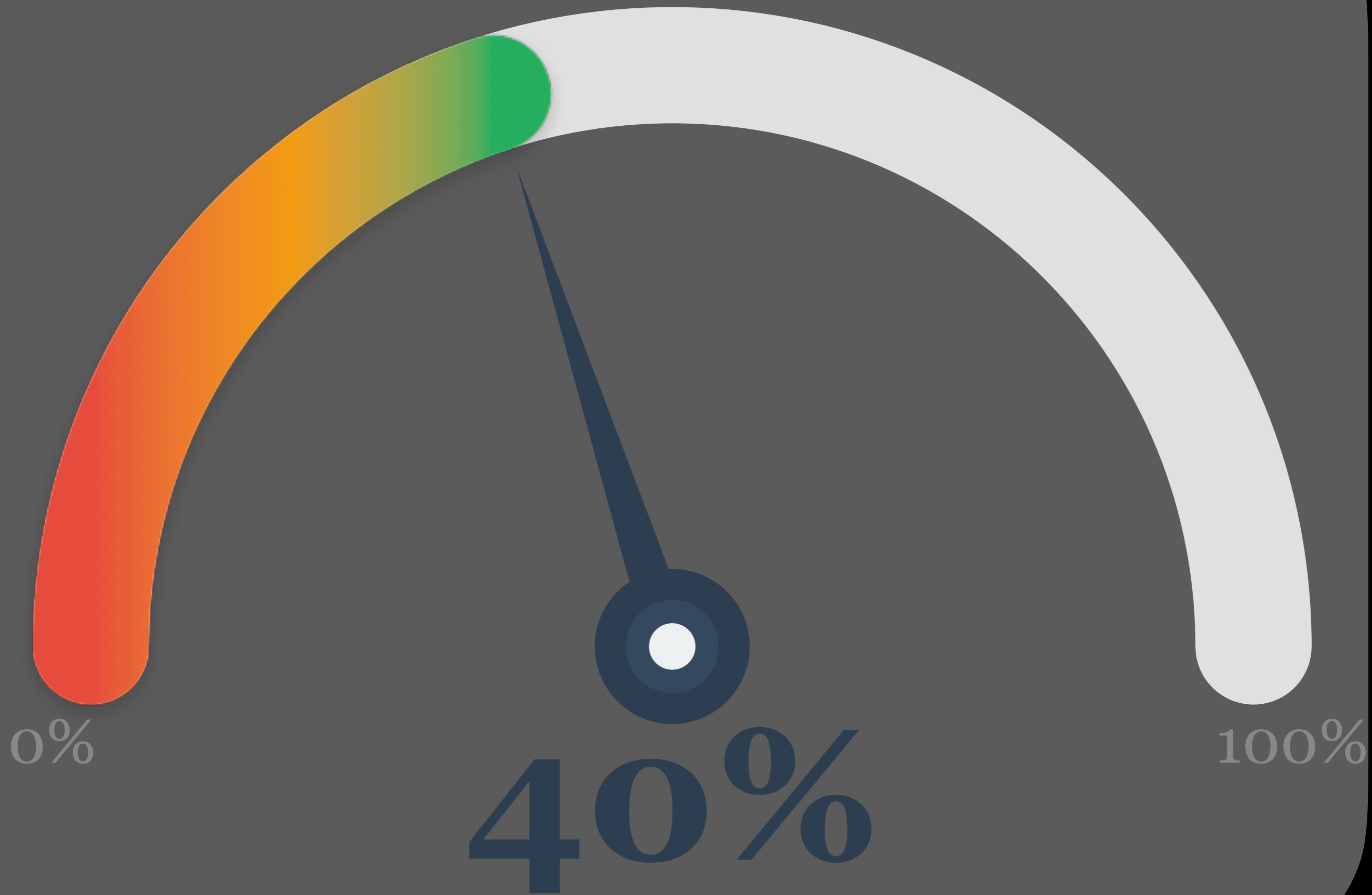
Market Supremacy



Lighthouse Customer



The 40% Test



GTM Nesting Dolls



**Initial
GTM**



**Lighthouse
Customer**



GTM

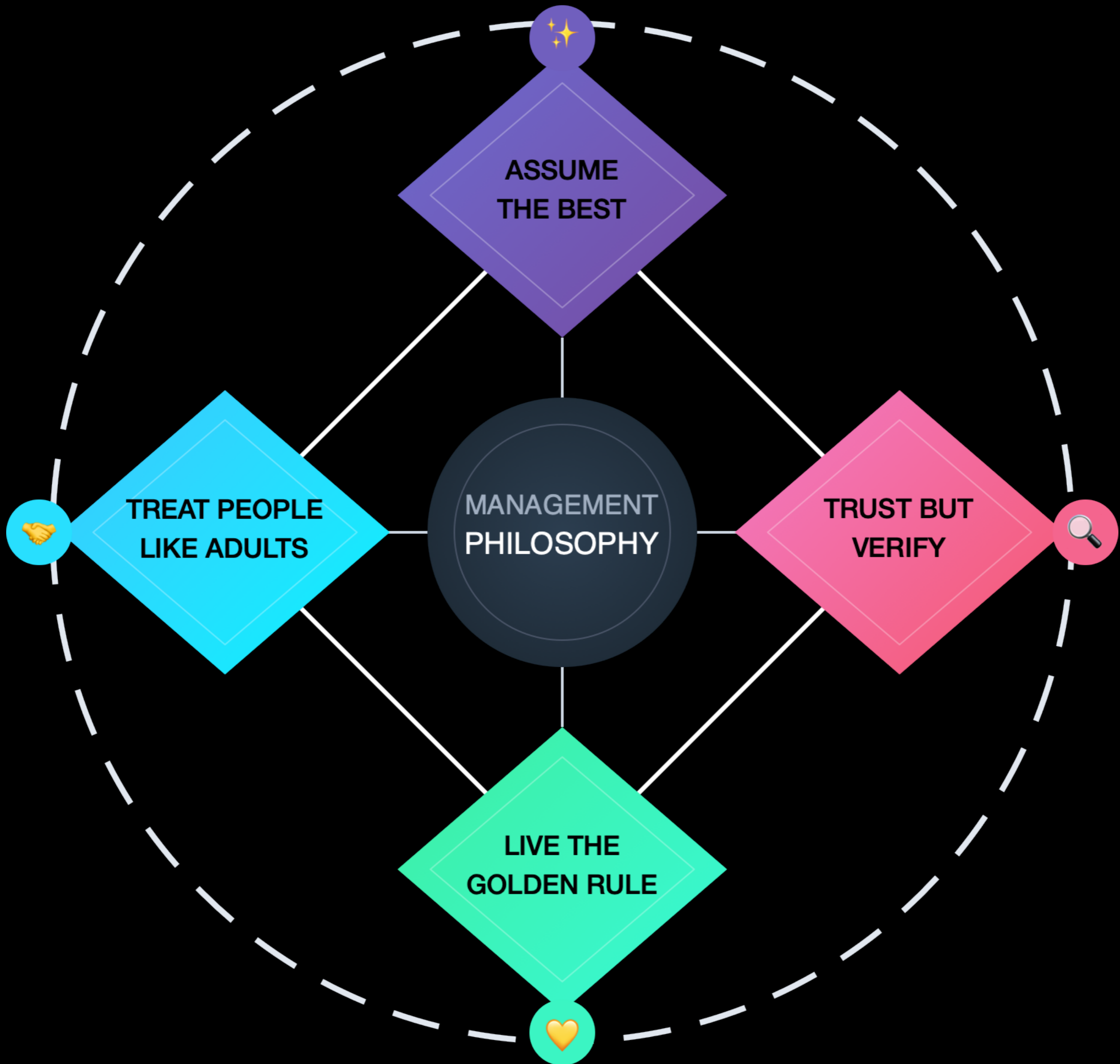


Idea



MVP

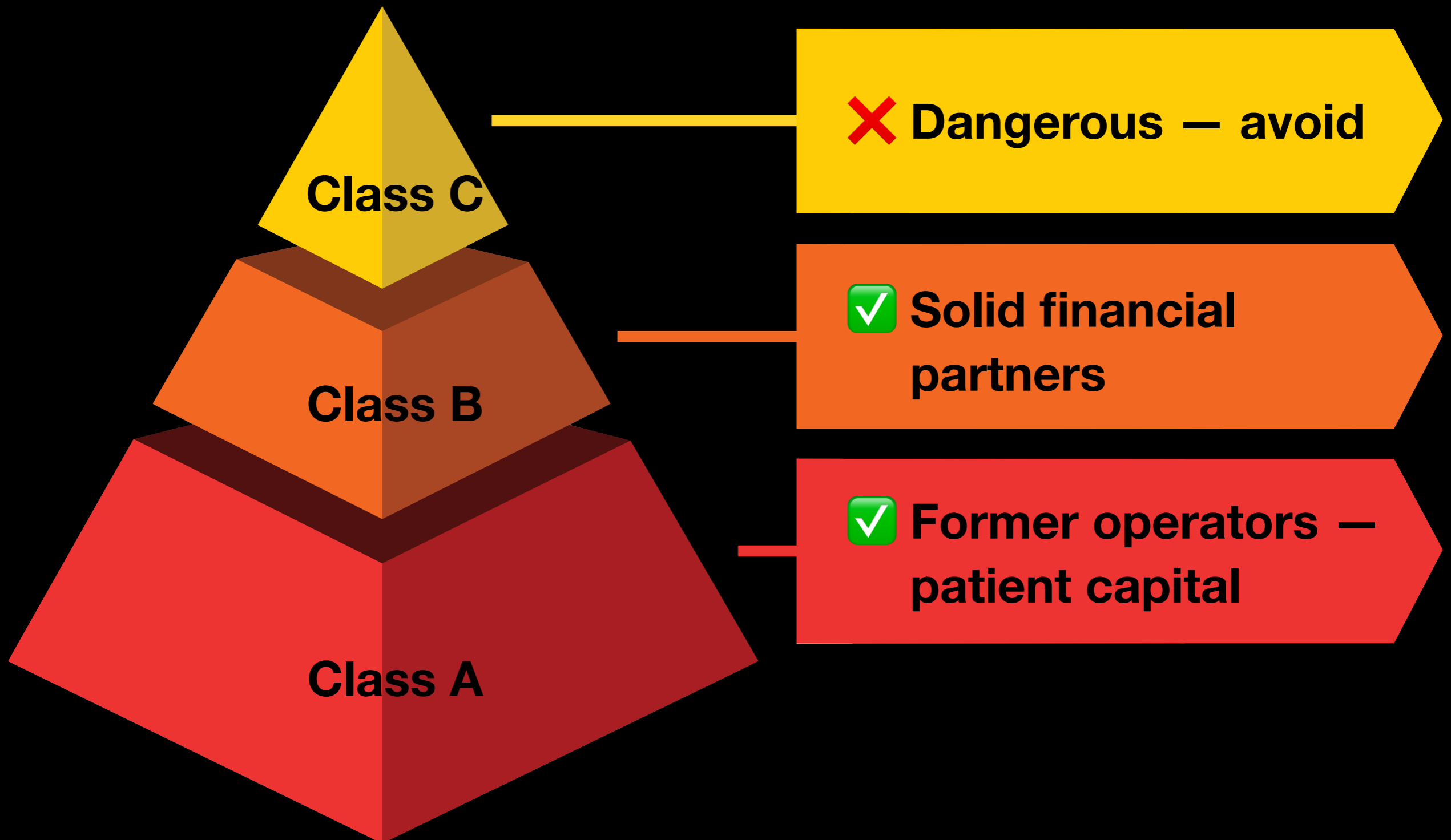
Management Philosophies



Scaling Readiness

- Multiple customers, same pain point?
- Repeatable sales process?
- Known unit economics?
- Inbound demand > capacity?

Investor Quality



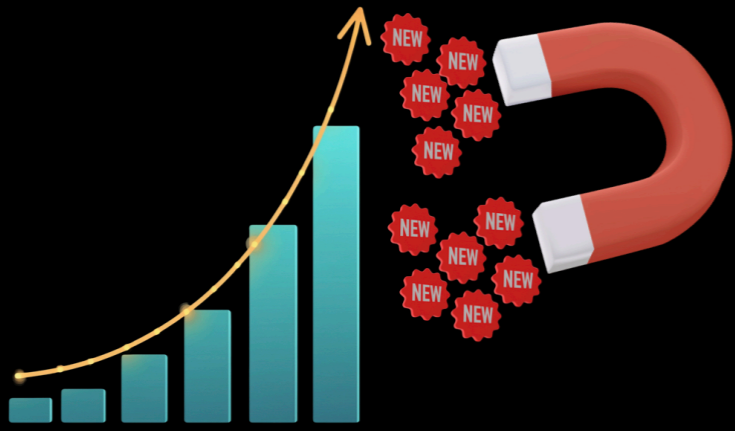
⏸ **Ninety days** ⏸

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

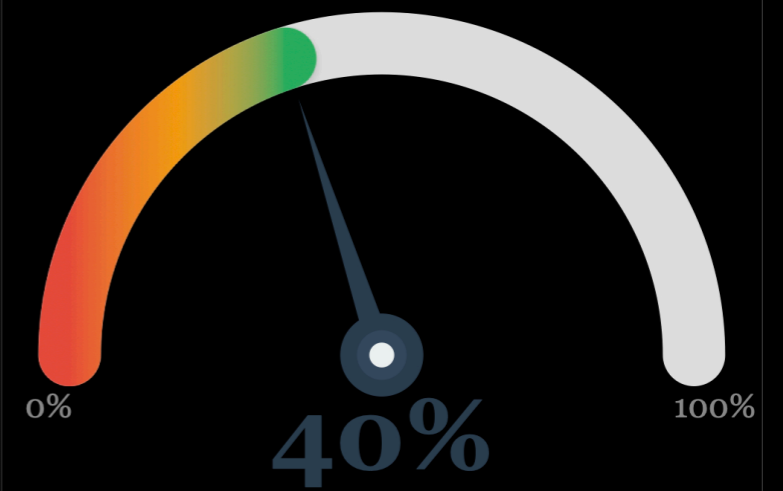
Market Supremacy



Lighthouse Customer



The 40% Test

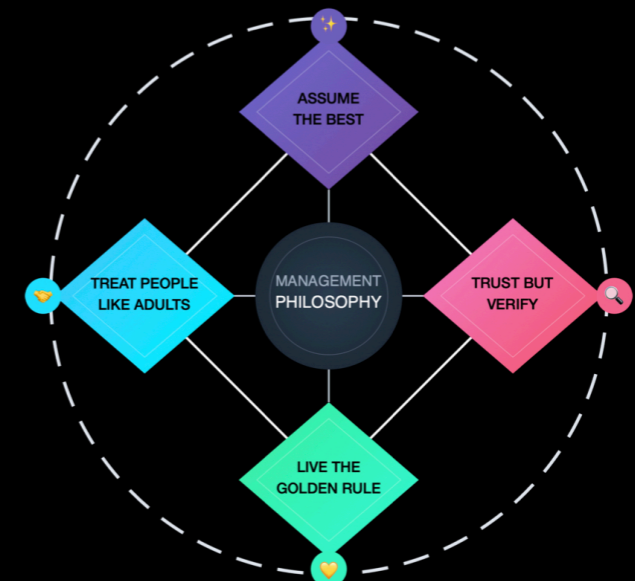


GTM Nesting Dolls



Your Startup Toolkit

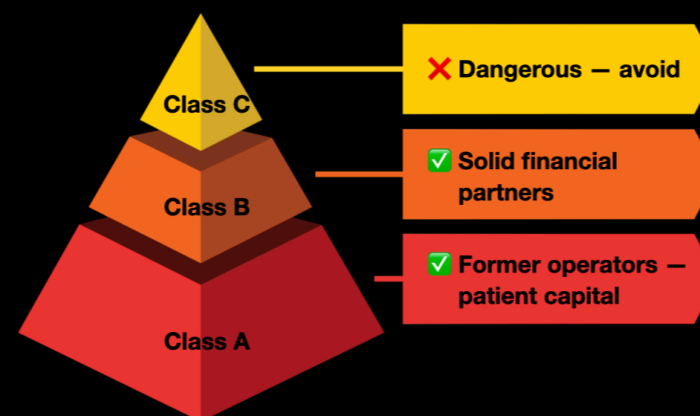
Management Philosophies



Scaling Readiness

- ✓ Multiple customers, same pain point?
- ✓ Repeatable sales process?
- ✓ Known unit economics?
- ✓ Inbound demand > capacity?

Investor Quality



|| Ninety days ||





 **Cash is oxygen**



Timing beats execution



Communication compounds



Prevention beats cleanup



Systems over heroics



Relationships are assets

Where Are You?



Journey Stages



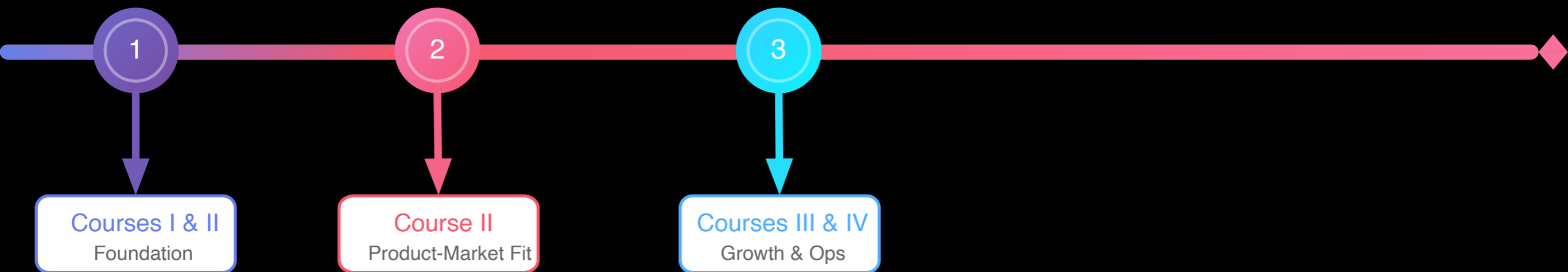
Journey Stages



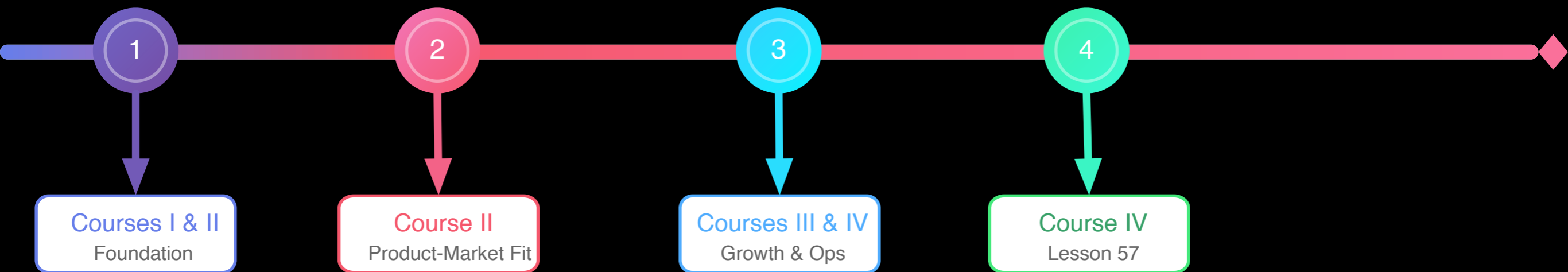
Journey Stages



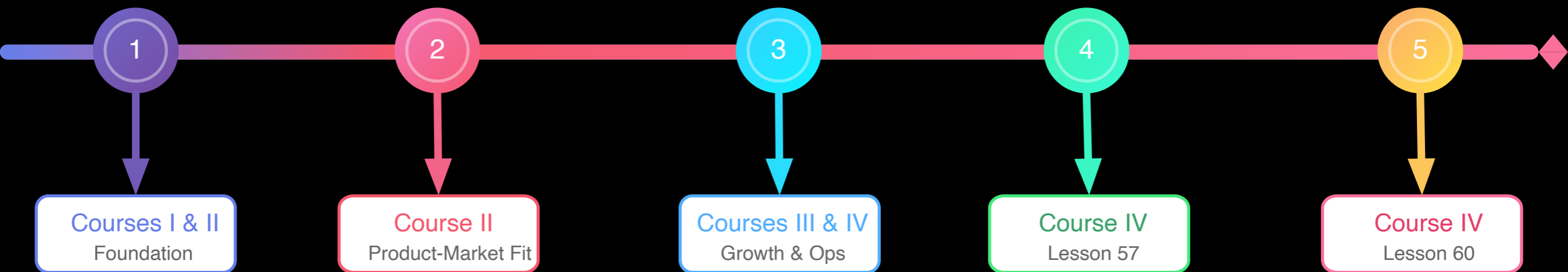
Journey Stages



Journey Stages



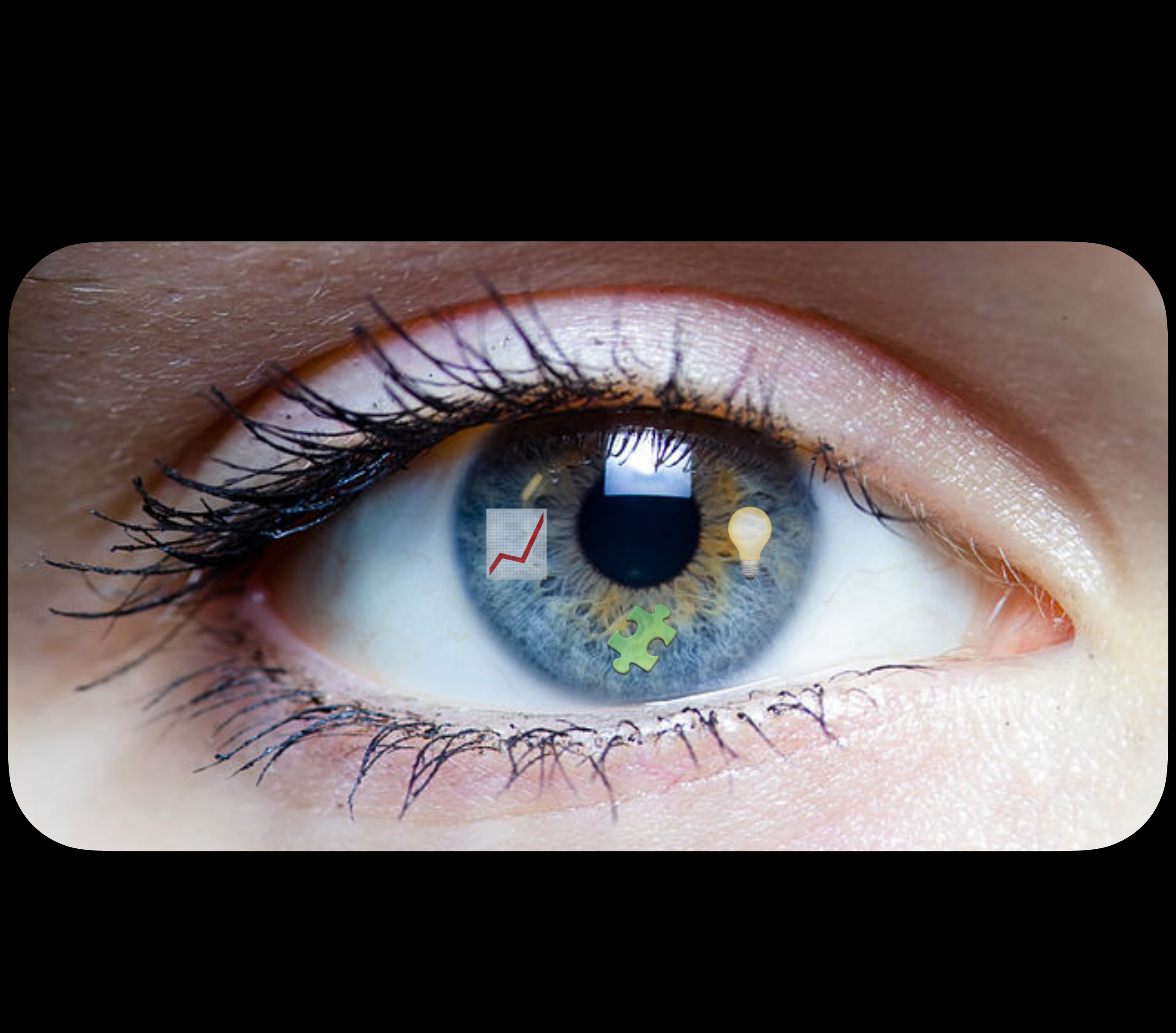
Journey Stages



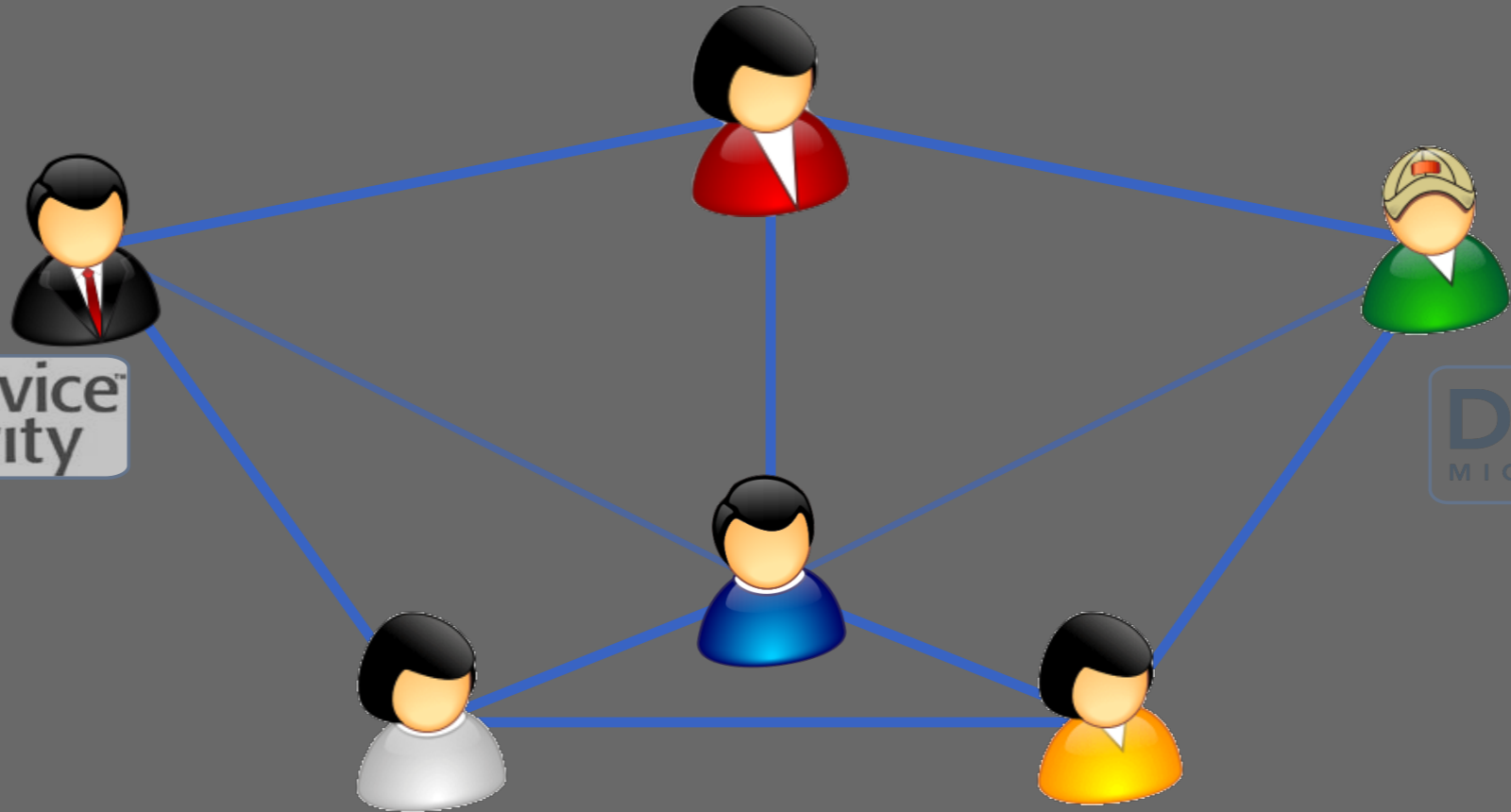
Your Journey













WHO SAYS YOU CAN'T!



Thank
you

**WHO SAYS
YOU CAN'T
STARTUP!**

the online courses

with *Jothy Rosenberg*



Now go build something remarkable

Who Says YOU Can't !!

Resources (4)

Resources (4)



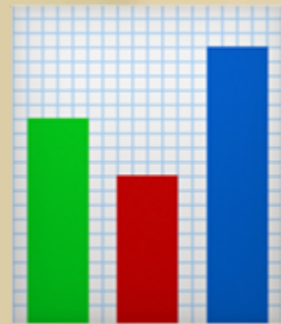
Post-Exit Checklist (PDF)

Resources (4)



Tax Planning Overview
(PDF)

Resources (4)



Investment Policy Template
(Word)

Resources (4)



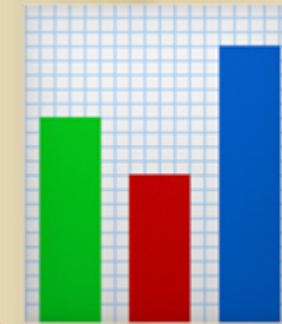
Philanthropy Planning Guide
(PDF)

Resources (4)

Resources (4)



Post-Exit Checklist
(PDF)



Investment Policy Template
(Word)



Tax Planning Overview
(PDF)



Philanthropy Planning Guide
(PDF)