



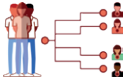





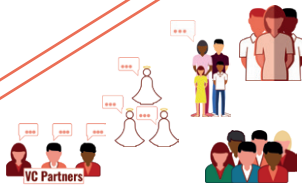


Experimentation Focus Product / Market Fit / Team / Culture / Customer			Now	Next	
Challenge Focus Where do you need to resolve complexity?				Now	Burn and Churn Metrics Do you raise more or sell more? 
Product Improvements 	Customer  How do you make: Direct Sales Large / Enterprise Sales Sales Via Partners Outsourced Sales		Now	Next	Culture - How do you strengthen it?  How are decisions made when you're not there? Who are you hiring and why? What language do you speak? Who gets listened to and who gets ignored? What International office do you open and how does that change / maintain your culture?
	Brand  Founder purpose or team mission? What do your customers tell you? What do your investors tell you / supporters tell you? What does your team say about you?		Now		
	Team  Founders on hard rations or big wage? Share options and equity; Who gets what? Are you hiring your mates? Are you ignoring your international sales? Who is your sales / revenue director? How will you hire your next team members? Who runs and builds your sales team?		Now	Next	
Experimentations	Founder Roles (Who is responsible for what?) Culture and Teams Revenue Equity Product		Now	Next	Decision Culture  What role does data play in decision making? What boundaries have you set? What rules must be followed?
			Now	Next	
					Founders Report To (and how); Fellow Founders / Family / Angels / Investors / Team
					Now Next
					

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