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Our simple 3- step approach to **milestone planning:**

FOR FOUNDERS



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Where do we need to get to, by when, and (crucially), why?

The classic strategy triumvirate is: “Where are we now? Where do we want to get to? How will we get there?” The first question should be an audit of the second question. Know where you are in respect to where you want to get to and why that’s critical to your specific business.

The third question is flexible - this is where competing options, assumptions and tests emerge.

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Understand the milestones that will get you there.

Once you understand the goals suitable to your business model, explore each milestone that needs to be hit to achieve these goals.

Use the Ladder of Proof created by VC firm NFX (next slide). The ladder shows the milestones that deliver the proof of your market value to partners and investors. Each milestone provides evidence that your solution solves your identified market problem successfully and potentially profitably.



The red metrics are closely related to, or driven by, customers. It's powerful when you see them all - approximately 50% are customer-related metrics. This fact alone should provide focus.

LADDER OF PROOF



Agree on the “drivers” and “blockers” for each milestone.

Take each Milestone and answer these questions:

1. Assumptions: What assumptions are we making about this milestone, and how can we test them?
2. Blockers: What’s in our way? Blockers can be people, trends, skills, missing insight?
3. Drivers: Who do we need to become to achieve the milestone? What skills & working practices do we need?