STARTUP ROADMAP

Do you have an innovative idea or an early stage startup that has potential as scalable venture?

The Startup Roadmap provides an interactive, high-energy hands-on environment to roll up your sleeves and discover the business value proposition for your idea—and much more.

Designed for ideas and early stage companies, the Startup Roadmap uses a dynamic coaching format with the proven So what? who cares? why you?® methodology and tools from wendykennedy.com (WKI). You will work collaboratively with a WKI Certified Coach in weekly, small-group sessions to apply a business-focused lens to your idea and assess your readiness for the next stage of development—whether it’s incubation, licensing, or partnerships. At the end of the program, participants will have developed a commercialization roadmap to help launch their venture successfully, plus a pitch presentation deck for investors and other appropriate audiences. Open to all!
**A Founder Focus** – it’s about people with ideas coming together to explore the value. Small groups of founders working together to help each other discover the value of their ideas.

**It’s About Conversations** – Active, dynamic conversations about business value, for people who are not ‘business people’. These conversations promote debates, laughter and intense discussion – and push founders to consider the possibilities for their ideas.

**Hands-on and “Standing Room Always”** – So what? who cares? why you? gets founders on their feet and working together. These are meetings where founders roll up their sleeves to work on the business value of their ideas.

**Visual Tools** – visual tools that are simple to understand. These tools provide a common language for both coaches and founders to be sounding boards and advisors.

**You Draw, Brainstorm & Debate the Business Value** – this is not business planning – this is a time to draw, sketch, model and map the possibilities for the future of an idea as a business. Business planning is a later stage activity. This is ideation around the business value.

**Action Oriented & Outcome Driven** – this is not a training class! this is a meeting where decisions get made and the business value is defined. Every session ends with actions taken and an element of the business value decision made.

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**Week by Week**

**Week 1** What’s your idea: Deep dive into your concept.

**Week 2** What’s the problem: What’s the pain point being solved?

**Week 3** What’s the competitive landscape? Where does your innovation fit?

**Week 4** Who’s your customer? Identify key attributes and profiles for customer segmentation.

**Week 5** What’s the path to market?

**Week 6** Where’s the money? Accessing the opportunity.

**Week 7** What’s your competitive edge? Who’s your competition?

**Week 8** How do you make it happen?

**Week 9** Final presentations. Guest panel feedback.

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**Starting Fall, 2019**

**Meets once a week**

**Cost: $150**

**INTERESTED? APPLY HERE!**

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