ST.GALLER STARTUP NAVIGATOR™

Name _____ Iteration 1 2 3 Version _____

Profiling

Motivation
What motivates you to start a business? What is your entrepreneurial identity?

Customer
What is your (primary) customer and user segment that unlocks the most potential for your business?

Problem
Pains

Find a great problem worth solving and define its characteristics!

Jobs
What jobs are your customers trying to get done?

Solution
Gains

How do you solve the problem?

Prototyping

Product / Service
What bundle of products and services do you offer to your customers?

Value Propositions
What kind of value do you create for your customers with your products and services?

USP
Unfair Advantage

Go to Market
How do you get your (first) customer to buy your product and use your service?

Competition
Who are your main competitors and how does their offering look like compared to yours?

Sourcing

Team Roles & Competencies
What is your team role? Do you need a team-up?

Network & Partners
Sketch out your current network! Who matters?

Co-Creation
How can you combine your competencies and network to create value?

Call to Action
Roadmap

Risk Compass
Define your affordable loss!

Requirements
Develop your value chain! What do you buy? What do you make?

Intellectual Property
Define strategies to secure your IP!

Scaling

Investment
How much money do you need before you earn?

Performance
Define your growth strategy!

Deal & Exit
Find your investment partner!

Startup Cockpit

Metrics, KPIs, Unit Economics

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