fluent Founder Roadmap

Founders who focus on the right thing at the right time make the most progress. Use the Fluent Founder Roadmap to identify where you should focus your venture-building efforts.

- ° What question needs to be answered next?
- ° What assumptions do you have in each stage that need to be tested and validated?

These questions highlight the biggest risks in your business model and they influence each other. For example, you want to ensure you have solid, well-validated answers to the Validate stage questions before tackling the Test and Grow stage questions.

Want to learn more? Check out the Fluent blog at fluentstudio.co/roadmap.

Stage	Key Questions	Action Step
VALIDATE Should I pursue this particular idea?	1. Is there a problem worth solving? 2. Are customers willing to pay to solve this problem? 3. Is the market big enough to build the kind of business we want? 4. Are we the right team at the right time? 5. Is this a business we want to run?	Conduct customer discovery interviews
TEST Will customers pay me to solve this problem?	1. What features does our prototype need to have to solve our customer's problem? 2. What features can we avoid building now while still creating the value we've promised? 3. Will customers pay us to solve this problem?	Test a very quick prototype or demo (Wizard of Oz, concierge, or other non-scalable testing techniques)
GROW What is the repeatable business model?	1. What does our Go To Market strategy look like? 2. How will we reach customers beyond our early adopters? 3. What is the best pricing model? 4. What is the repeatable, scalable process for turning non-paying users into customers? 5. What features do we need to build into our core product now and in the future? 6. Who could we partner with for distribution, investment?	Run small cohort experiments with early adopters Hire a team, build a product, and scale the business