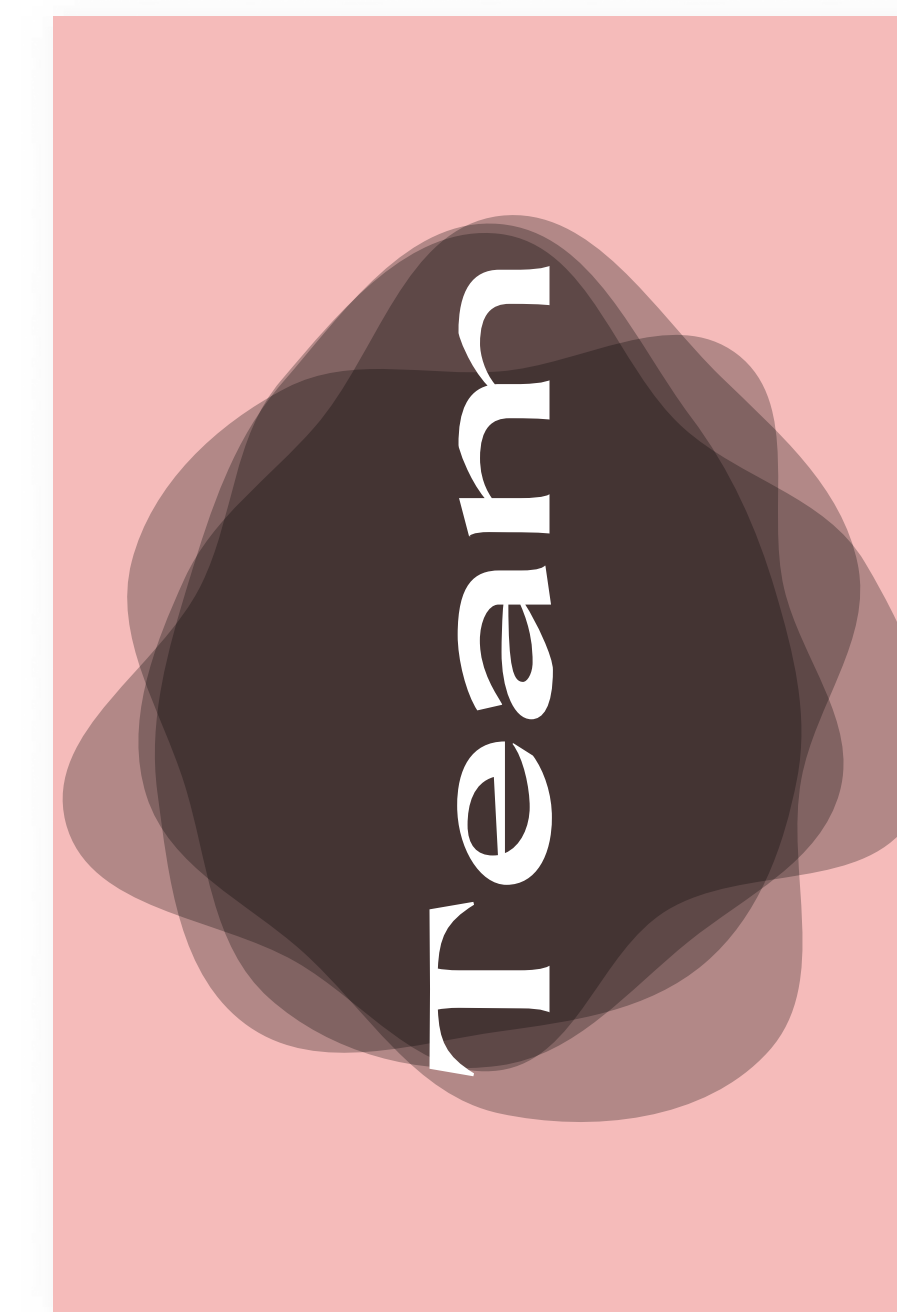
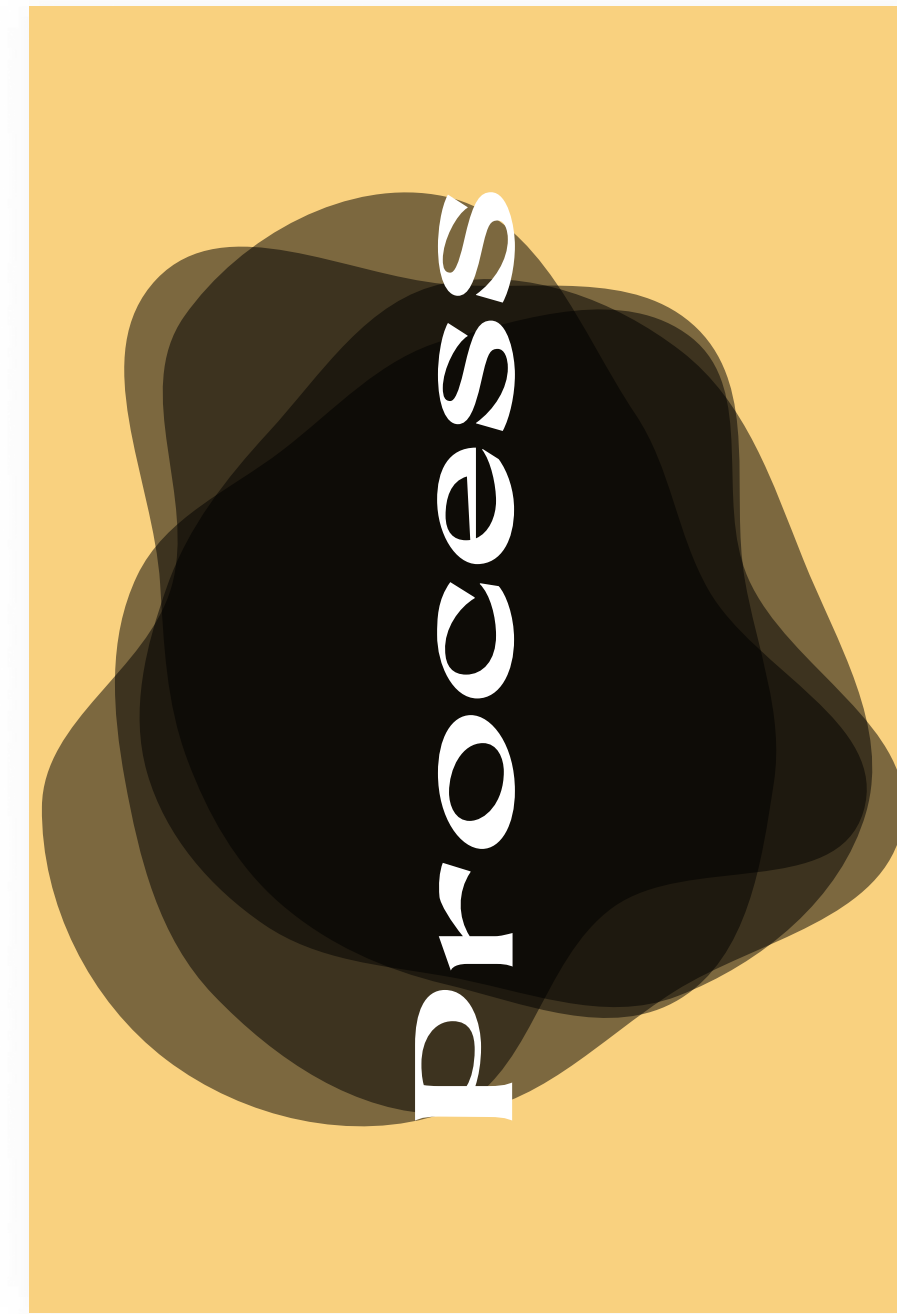
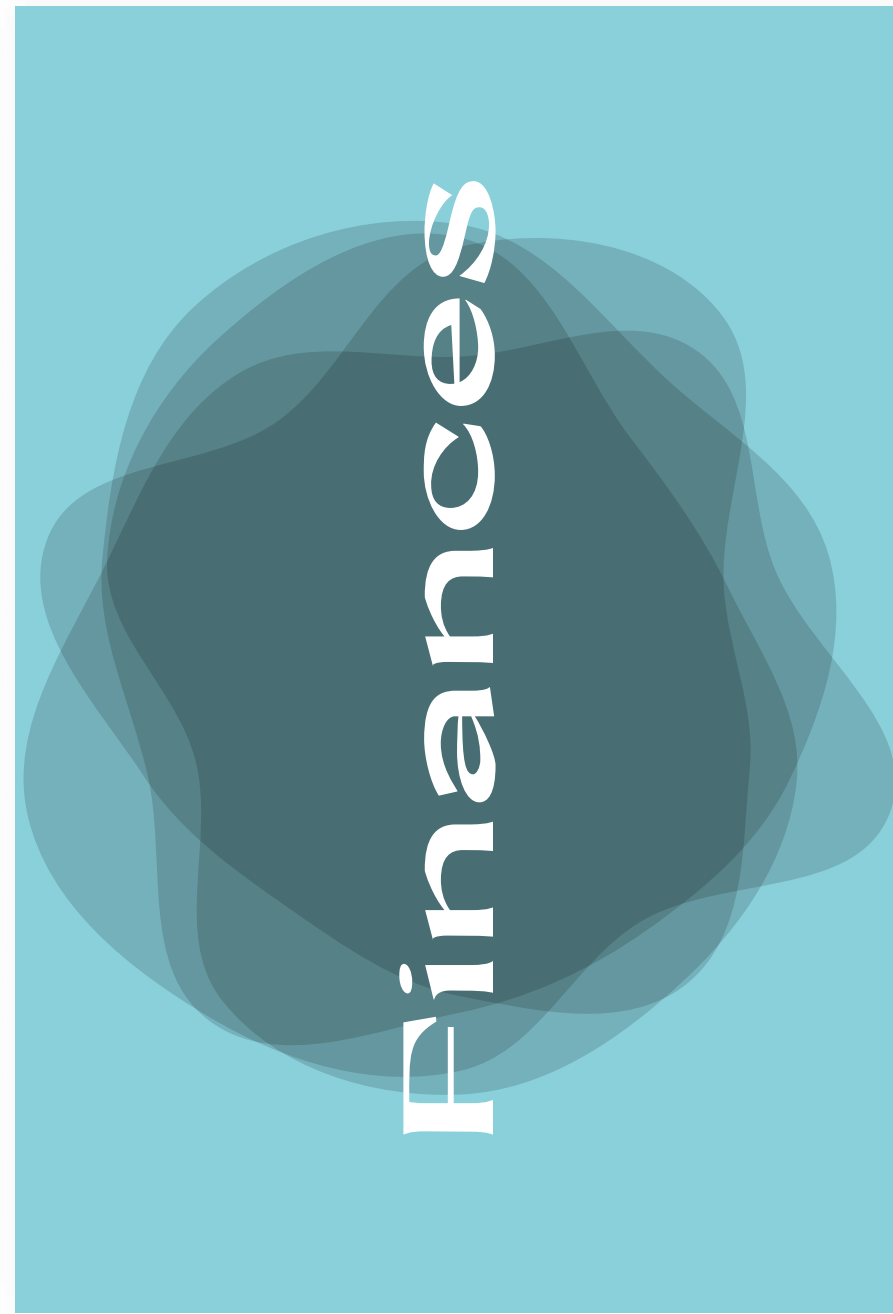


Start-up cards

About

There are so many things you have to focus on as an entrepreneur. It might be hard to see where your problems are and what you should focus on. This is why we have prepared 48 issues you have to focus if you want to succeed. From our experience, it always helps a lot to visualise your problems. This is why we have created those cards - to help you visualise and prioritise.

Those cards will help you to identify the problems you have. Then, of course, it is up to you to take action! Don' forget to re-evaluate your priorities, and you progress from time to time. If you don' want to print these cards yourself, you can order them at <https://pixelfield.co.uk>. You can also find more resources that might help you on your way towards success! Good luck;).



How to use

1. Print your cards.
2. Sort the cards into three categories:
 - a) This is very **urgent!**
 - b) We need to work on this **in the future.**
 - c) We have got this **covered.**
3. Pick top 3 priorities that you have to solve.
4. Write an action plan for each card.
5. Implement your plan.
6. Re-evaluate your priorities.

pixelfield

Idea

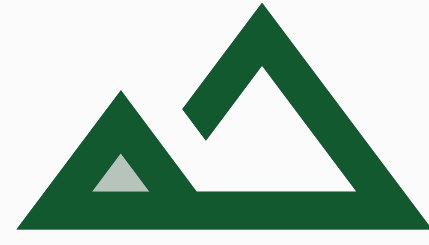
Single unique value



Define your unique value and USP. Don't copy, be original and innovative.

Idea

Roadmap to glory



Create and maintain a detail roadmap of your product and releases.

Idea

Proof of concept



Validate your concept and idea with the lowest budget possible.

Idea

Get feedback



Gather feedback from friends, users and other industry players.

Idea

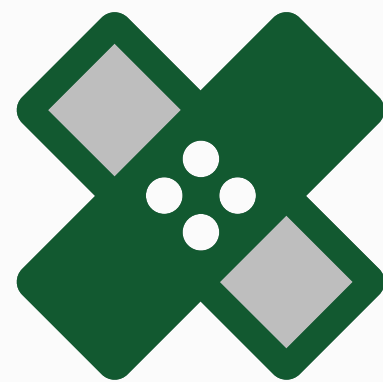
Define the user



Define your target audience. Discover what your future users need.

Idea

Why others failed



Conduct a comprehensive research and discovery phase. Cover your competition and predecessors.

Idea

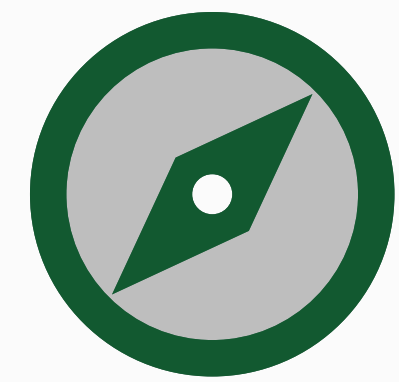
Meaningful partnerships



Connect with like-minded people with a similar mission. Get advice or team up.

Idea

Market developments



Track the time invested in all processes. Optimize the allocation of your team's capacities.

Finance

Manage cashflow



Make sure to keep an eye on your cashflow. Manage your finances on a daily basis and step if necessary.

Finance

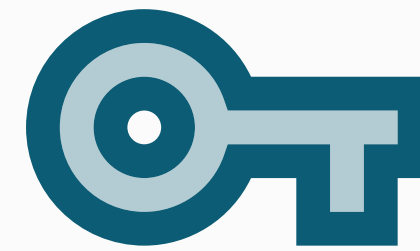
Track all spending



Keep everything in order. Make sure every little expense is noted.

Finance

Limit expenses



Spend only on the things you truly need. Stay focused and don't waste resources on gimmicks.

Finance

Realistic optimism



Remain optimistic and build enthusiasm within your team but prepare for the worst.

Finance

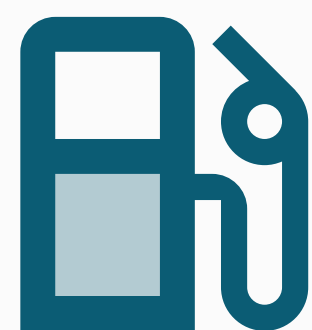
Efficient use of time



Acquire external funding. Identify potential sources of additional funding for later phases.

Finance

Resourceful funding



Conduct a comprehensive research and discovery phase. Cover your competition and predecessors.

Finance

Know your tax obligations



Make sure you understand relevant tax policies. Hire quality personnel or external services to handle taxes.

Finance

Financial goals



Set clear and measurable KPIs and long-term financial objectives.

Process

Validate every new idea



Prototype and test every new idea or feature with real users.

Process

Be Lean



Build as little as possible, analyze the results and learn your lesson. Release as often as possible.

Process

Project management



Choose a project management methodology that suits your project and make sure everyone follows it.

Process

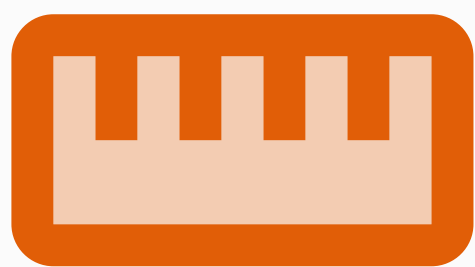
Proiritized backlog



Keep your issues in order, divided into releases and prioritized.

Process

Measuring progress



Measure the speed of your progress with story points and burndown charts.

Process

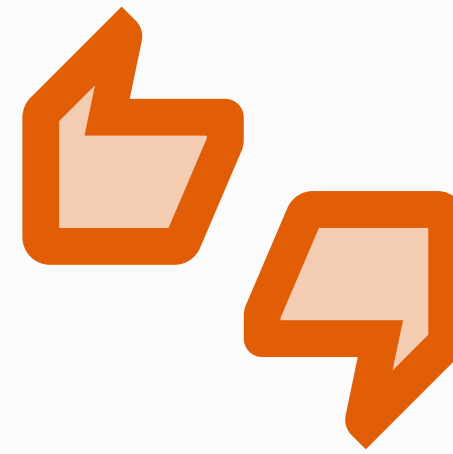
Clear roles



Make your rules stand out. Everybody needs to know what his role is and what is expected from him.

Process

Make use of retrospectives



Make sure your process is reviewed periodically in a form of a short workshop where everybody has a say.

Process

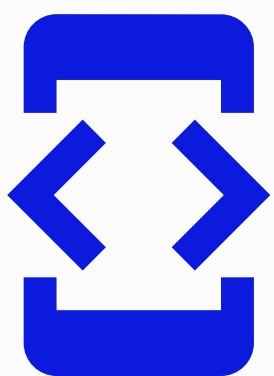
Define your KPIs



Clearly define your goals and KPIs. Measure them regularly and evaluate your progress.

Tech

Choose right tech



Carefully choose the right technology that suits your project size, your team, budget and future plans.

Tech

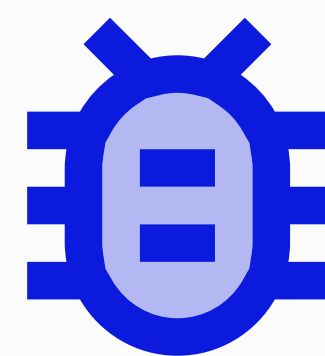
Document every step



Set-up your repository and push regularly, make sure your team comments on every function.

Tech

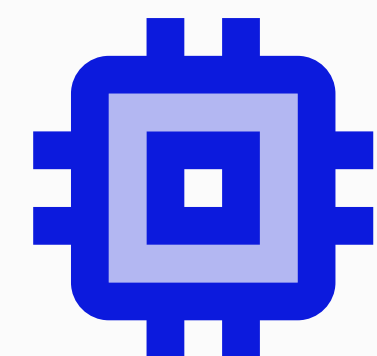
Maintain the quality



Implement test driven development, code reviews and end-to-end testing.

Tech

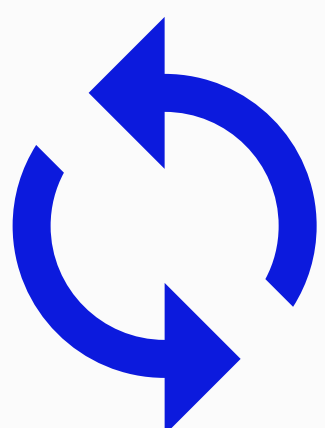
Infrastructure



Set up your cloud infrastructure and automate your deployment process.

Tech

Continuous development



Plan small releases. Test new funtions and deploy as often as possible.

Tech

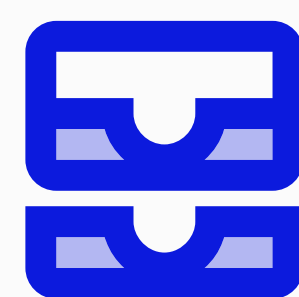
Great user stories



Take a good care of your user stories. Make sure that they are easy to understand and execute.

Tech

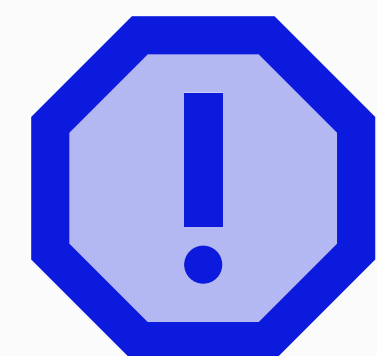
Ensure scalability



Make sure that your solution is scalable and sustainable.

Tech

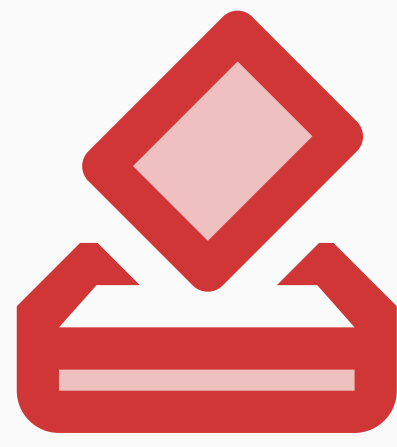
Automated tests



Implement test-driven development. Write tests first and run them automatically.

Team

Empower team



Make sure everyone on the team is heard and can contribute and make decisions.

Team

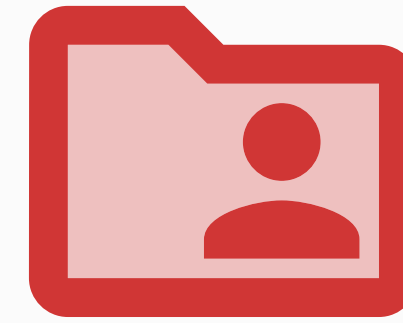
Resources plan



Carefully plan your work. Don't overload your team members but keep your team size reasonable.

Team

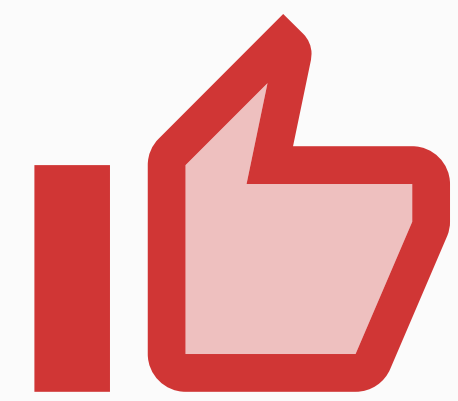
Suppliers in place



Find reliable partners that you can work with, that are familiar with your project and can help you.

Team

Give feedback



Don't keep your opinions to yourself. Make sure your colleagues know how happy you are with their performance.

Team

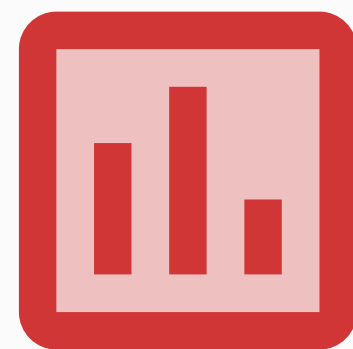
Find time to study



It's not only about working. Allocate some study time for yourself and for everyone on your team.

Team

Evaluate performance



Make sure to track time, performance and other attributes of each of your teammates.

Team

Keep it positive



Maintain a positive mood in your team. Motivate yourself and the people around you.

Team

Keep it open



Share as much information with your team as possible. Don't hide your problems, goals and obstacles.

Marketing

Challenges you're solving



Identify the problems your product will tackle. Define your mission and vision.

Marketing

Customers' needs and wants



Understand your customers' short- and long-term needs and aspirations. How can your product fulfil them?

Marketing

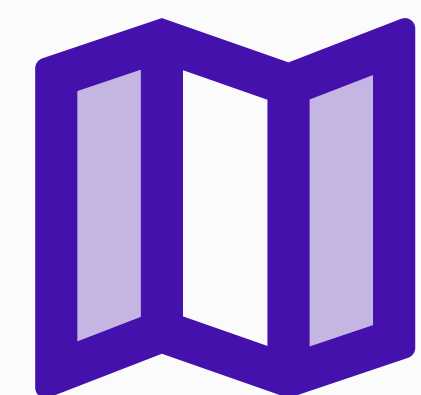
Study user behaviour



Collect data, talk to potential users and listen carefully. Study their interaction with competing products.

Marketing

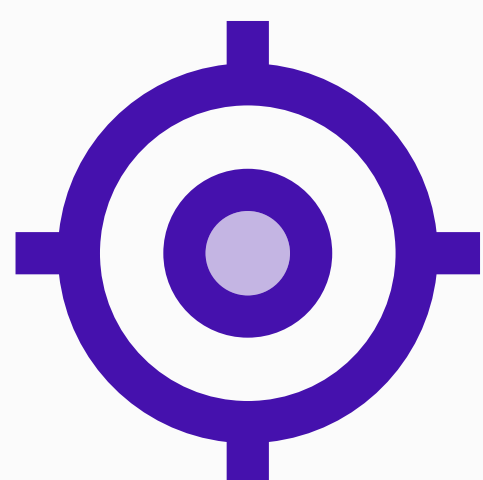
Map out competition



Keep your issues in order, divided into releases and prioritized.

Marketing

Position yourself



Measure the speed of your progress with story points and burndown charts.

Marketing

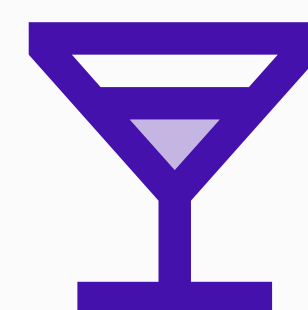
Create a brand



Make your rules stand out, everybody knows what his role is and what is expected from a person in his position.

Marketing

Draft marketing mix



Make sure your process is reviewed periodically in a form of a short workshop where everybody has a say.

Marketing

Networking



Clearly define your goals and KPIs. Measure them regularly and evaluate your progress.