

Welcome To The Mastermind!

Hey - Oskar here!


Welcome to the mastermind. I'm really glad you're here.
This roadmap is your step-by-step game plan to turn
your startup idea into a profitable, scalable business.

From validating your idea to launching and growing revenue -
every section is designed to help you take action.

No fluff, I promise.

In the tables below, you'll find:

- What each chapter covers
- How to get a quick win
- What tools or outside input (if any) you'll need

 So what's your job?
→ Show up. Do the work. Check things off.

And hey - if you need support along the way, don't hesitate
to drop me a message: oskar.bader@designwithvalue.com

Each step gets you closer to your dream startup.

So what are you waiting for?
Your successful startup is waiting for you.
Let's get to work. You've got this.





Stage 1: Ideation and Validation

Chapter	Quick Win	What You'll Need
1. Find your startup idea	Write down 3 problems you've experienced recently that frustrated you.	None
2. Define your personas	Think of one real person who might use your solution.	None
3. Define your market	Google 'market size [your industry]' or check Google Trends.	Market research sources (Google, reports, Google trends)
4. Validate your idea	Ask 2 people in your target group if they'd pay for your idea.	Access to potential users / Google Forms / Zoom (for interviews)
5. Define KPIs and metrics	Choose one key metric to track (e.g., signups, leads, revenue).	Google Sheets or Notion to track metrics

**Stage 2: Product Development**

Chapter	Quick Win	What You'll Need
1. Define your AHA Moment	Write down what would make a user say, 'This is great!'	None
2. Define the customer journey	Map 3 key steps from discovery to happy customer.	Whiteboard / Miro
3. Define the features	List top 3 features your product must have (not 10+).	None
4. Define the onboarding	Write down your ideal "first-use" flow in 3 steps.	None
5. Start prototyping	Draw your homepage or main screen layout.	Paper / Figma / Sketch / Canva
6. Price your service	Write your price and one sentence on why it's worth it.	None

**Stage 3: Market Readiness and Feedback**

Chapter	Quick Win	What You'll Need
1. Customer feedback	Ask one real person what they think of your idea/prototype.	Access to potential customers

**Stage 4: Pre-Launch & Foundation Building**

Chapter	Quick Win	What You'll Need
1. Build your website	Write a headline + one paragraph that explains your value.	Website builder (Webflow, WordPress, Framer)
2. Navigate the death valley	Write 1 reason why you're building this. Stick it somewhere visible.	None
3. Create a lead magnet funnel	Write down 3 lead magnet ideas (checklist, guides)	Email tool (ConvertKit, Mailchimp)

**Stage 5: Customer Acquisition**

Chapter	Quick Win	What You'll Need
1. Identify the best marketing channels	Pick ONE channel to focus on for now	None

**Stage 6: Product Launch**

Chapter	Quick Win	What You'll Need
1. Launch strategy	Pick a date. Write a one-sentence announcement post.	None

**Stage 7: Revenue Growth**

Chapter	Quick Win	What You'll Need
1. Build upselling and cross selling funnels	Write 1 simple offer you could upsell (e.g., premium version, add-on).	Sales platform (Ablefy, Teachable, Kajabi, Udemy)