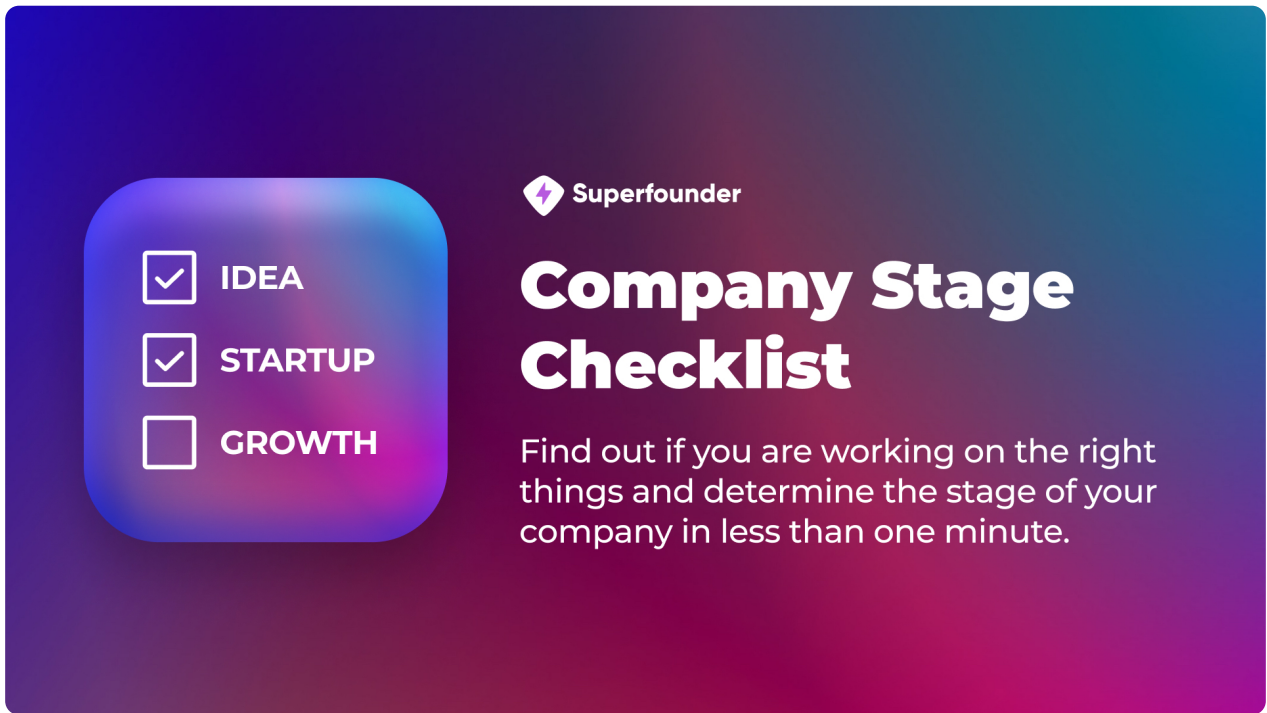


A graphic with a purple-to-blue gradient background. On the left, a rounded rectangle contains three items: 'IDEA' with a checked box, 'STARTUP' with a checked box, and 'GROWTH' with an unchecked box. To the right, the 'Superfounder' logo is at the top, followed by the title 'Company Stage Checklist' in large white font. Below the title, a paragraph in white text reads: 'Find out if you are working on the right things and determine the stage of your company in less than one minute.'

 **Superfounder**

Company Stage Checklist

Find out if you are working on the right things and determine the stage of your company in less than one minute.

Company Stage Checklist

It's critical to know what we need to work on, if we want to succeed. There are 5 key stages of a business that determine what needs to be done. This checklist will help you to figure out what stage your company is in. Even if the stages and challenges might not entirely map to your business' evolution, they will give you a good overview of the necessary ingredients for success

Stage 1 – Idea

- ☐ Find a problem (need) and identified my customer segment (niche)
- ☐ Identify a competitive advantage
- ☐ Create a compelling value proposition
- ☐ Validate the product concept

Stage 2 – Startup

- ☐ Deliver the expected outcome with the product (benefits)
- ☐ Identify the best fit customers
- ☐ Meet and even exceeded customer expectations
- ☐ Find product market fit (PMF)

Stage 3 – Growth

- ☐ Identify friction points across entire funnel
- ☐ Know why customers have bought your product

- ☐ Get users to sign up for the same reasons they bought and used your product
- ☐ Find your best acquisition channels

Stage 4 - Expansion

- ☐ Identify improvements to increase engagement
- ☐ Identify adjacent customer segments
- ☐ Find opportunities to improve customer acquisition
- ☐ Identify opportunities for new products

Stage 5 - Maturity

- ☐ Create a rapid growth experiment
- ☐ Optimize the effectiveness and fit of your product
- ☐ Identify the remaining acquisition opportunities
- ☐ Optimize your revenue and profitability

Summary

So there you have it, all the stages of your company in one neat document.

Most founders aren't even aware what stage their company is in and the challenges attached to it. I know I wasn't.

Make sure to address each of them before jumping to the next stage. Skipping ahead is like trying to put windows in a house where foundation isn't even finished.

I hope this helps, let me know what you think and keep building!

Yours,

Sebastian Scheerer – Founder of Superfounder.io