

THE PLAYBOOK

ATHLETE-TO-FOUNDER PLAYBOOK

The first **10 steps** of an athlete becoming a founder.

10 STEPS TO PRODUCT-MARKET FIT

01

PICK THE PROBLEM

Which problem to focus on first.

02

SHARPEN THE SOLUTION

Which solution to be competitive in.

03

FIND EARLY ADOPTERS

Which customer target to start with.

04

POSITION & MARKET

How to position and market it.

05

BUILD THE FIRST VERSION

Prototypes and a first version to sell.

06

CAPTURE THE VALUE

Your business model — how you get paid.

07

FINANCE THE START

External capital vs. bootstrapping.

08

GO TO MARKET

How to actually reach your customers.

09

FILL THE GAPS

Partners & co-founders you need.

10

UPSKILL YOURSELF

The growth you need along the way.

THE GOAL

REACH PRODUCT-MARKET FIT

You'll know you're there when people start **reaching out to you** at higher volumes — and are **willing to pay the price**.