



stamp

Manage cash flow

Seek additional funding
from existing investors

Put focus onto
growing sales

Put focus onto growing
numbers of customers

Put focus onto growing
number of users

Raise funding from new investors

Provide regular
communication
to investors

Provide regular
communication to the
team

Recruit new skills to
the team

Recruit additional people
to the team



(Re)build business plan



Develop the product

Develop contingency plan
against risks

Continually develop the
pitch for investors

Continually develop the
pitch for customers

Continually develop
the pitch for
potential employees

Develop a strategy for
funding

Build a sales funnel

Develop a PR strategy

Develop a marketing strategy

Get good legal support

Get good finance/
accounting support



Get good
marketing support

Get good PR support



Decide on core
technology platforms

Build the personal brand
of key people

Establish robust customer
feedback routes

Establish what your
company culture should
look like

Establish mechanisms
for tracking delivery
against plans

Build the personal
networks of key people

Build out cross-functional teams

Build measures for
productivity and success

**Articulate a vision for
the company**

Pivot the product
to a new market
or application

Understand what are
value-creating activities
versus waste

Test marketing messages

Establish
Build/Measure/Learn
feedback loops

Implement OKRs

Test assumptions
that underpin the
business strategy

Get access to
technology resources

Design customer persona

Find manufacturer

Develop distribution model

Develop markets outside
of home territory

Understand when
the founders should
change role

Get close to
our customers

Understand our competition

Understand the things
we can't do ourselves

Talk to people who have
relevant experience -
both success and failure

Develop a realistic
valuation for the business

Celebrate successes

Understand what your team wants out of their time with you and how you can best provide it

Build barriers to entry
to your market as soon
as possible

Startup Priorities

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by Matt Ballantine

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