A. Purpose and Key Jargons of Start-up Topics

1. Clarity

Purpose: Define WHO you serve and WHAT problem you solve

Key Jargons: Target Market, Problem Statement, TAM (Total Addressable Market), SAM (Serviceable Available Market), and SOM (Serviceable Obtainable Market)

Reality Check: Can I, within **2 minutes**, clearly state WHO my target customer is and WHAT exact problem I am solving in simple language that anyone can immediately understand and act upon?

2. Idea Validation

Purpose: Prove the problem is real and worth solving

Key Jargons: POC (Proof of Concept), Hypothesis, and Experiment

Reality Check: Can I, within **3 minutes**, confidently explain what real evidence I have that customers truly care about this problem?

3. Ecosystem

Purpose: Accelerate learning, access and credibility

Key Jargons: Mentors, Network, Accelerators / Incubators, and Strategic Partnerships

Reality Check: Can I, within **2 minutes**, name the specific mentors, founders, or partners I can call right now—and clearly explain why they would respond to me?

4. Customer Success

Purpose: Ensure customers succeed, stay and advocate

Key Jargons: Retention, Churn, and NPS (Net Promoter Score)

Reality Check: Can I, within **3 minutes**, clearly describe how my customers are actually benefiting and succeeding using my solution?

5. Develop

Purpose: Build the smallest usable solution

Key Jargons: MVP (Minimum Viable Product), and Iteration

Reality Check: Can I, within **3 minutes**, demonstrate or explain my MVP in a way that clearly shows how it solves the core problem without unnecessary complexity?

6. Market Validation

Purpose: Ensure customers repeatedly use and love the product

Key Jargons: PMF (Product-Market Fit), Engagement, and Retention

Reality Check: Can I, within **3 minutes**, prove that users are coming back and using the product repeatedly without being pushed?

7. Customer Acquisition

Purpose: Reach, attract and convert customers

Key Jargons: GTM (Go-To-Market), Channels, Funnel, and Conversion

Reality Check: Can I, within **3 minutes**, clearly explain how I am consistently reaching and converting customers today?

8. Profitability

Purpose: Ensure financial viability

Key Jargons: Revenue Model, LTV (Lifetime Value), CAC (Customer Acquisition Cost), and Unit Economics

Reality Check: Can I, within **4 minutes**, clearly explain how I make money, how much I earn per customer, and how much it costs to acquire them?

9. Growth

Purpose: Scale in a sustainable manner

Key Jargons: MoM Growth (Month-on-Month Growth), North Star Metric (NSM), and Retention Curve

Reality Check: Can I, within **3 minutes**, show clear evidence of consistent growth and explain what is driving it?

10. Team

Purpose: Build aligned execution capability

Key Jargons: Founding Team, Culture, and ESOP (Employee Stock Ownership Plan)

Reality Check: Can I, within **3 minutes**, clearly explain who is responsible for what and demonstrate that the team is aligned and executing smoothly?

11. Learning

Purpose: Continuously improve or change direction

Key Jargons: Pivot, Fail Fast, Hypothesis, and Build-Measure-Learn Loop

Reality Check: Can I, within **2 minutes**, clearly state what I learned recently and what specific change I made because of that learning?

12. Financial Discipline

Purpose: Ensure survival and control

Key Jargons: Burn Rate, and Runway

Reality Check: Can I, within **3 minutes**, clearly state my burn rate, runway, and the specific actions I am taking to manage them?

13. Pitch

Purpose: Communicate clearly and convincingly

Key Jargons: Pitch Deck, Traction, and Ask

Reality Check: Can I, within **2 minutes**, explain my startup simply and powerfully in a way that excites and convinces someone immediately?

14. Funding

Purpose: Raise capital responsibly

Key Jargons: Seed Funding, Series A / B / C, Valuation, and Dilution

Reality Check: Can I, within **4 minutes**, confidently explain why I need funding, how it will be used, and what results it will create?

15. Governance

Purpose: Ensure compliance and long-term trust

Key Jargons: Cap Table (Capitalization Table), Compliance, and Contracts

Reality Check: Can I, within **3 minutes**, clearly explain my ownership structure, agreements, and compliance status without any confusion?

B. doHow® Start-up Daily Routines

1. Clarity

- Talk to at least 2 real customers
- Ask only problem-focused questions
- Avoid pitching your solution

2. Idea Validation

- Test one assumption daily
- Run quick experiments (manual/demo/landing page)

3. Ecosystem

- Reach out to 1 mentor/founder/partner
- Ask a specific question or share progress

4. Customer Success

- Speak to at least 1 active user
- Resolve 1 real customer issue

5. Develop

- Work only on core problem-solving features
- Avoid adding non-essential features

6. Market Validation

- Observe repeat usage behaviour
- Track if users return without prompting

7. Customer Acquisition

- Reach out to potential customers
- Test one outreach message/channel

8. Profitability

- Observe willingness to pay
- Note pricing objections

9. Growth

- Stay connected with users
- Identify one growth opportunity

10. Team

- Communicate openly
- Address conflicts immediately

11. Learning

- Capture at least one key learning
- Share insights with team

12. Financial Discipline

- Spend only on essentials
- Track major expenses

13. Pitch

- Practice 1-minute explanation
- Simplify messaging

14. Funding

- Build investor relationships informally
- Share periodic updates

15. Governance

- Maintain documentation discipline
- Record key decisions

C. doHow® Start-up Weekly Routines

1. Clarity

- Refine customer persona
- Sharpen problem definition

2. Idea Validation

- Review experiment results
- Measure interest levels

3. Ecosystem

- Participate in one community/event
- Help at least one founder

4. Customer Success

- Track retention and churn
- Identify drop-offs

5. Develop

- Release usable updates
- Collect feedback

6. Market Validation

- Ask: "Will users miss this?"
- Track engagement

7. Customer Acquisition

- Measure leads and conversions
- Evaluate channels

8. Profitability

- Track revenue per user
- Monitor CAC (Customer Acquisition Cost)

9. Growth

- Review growth metrics
- Identify constraints

10. Team

- Align priorities and roles
- Identify blockers

11. Learning

- Conduct reflection session
- Document insights

12. Financial Discipline

- Review expenses vs outcomes
- Adjust spending

13. Pitch

- Improve one section
- Take external feedback

14. Funding

- Strengthen traction metrics
- Prepare investor responses

15. Governance

- Review agreements
- Update records

D. doHow® Start-up Monthly Routines

1. Clarity

- Recalculate TAM (Total Addressable Market), SAM (Serviceable Available Market), SOM (Serviceable Obtainable Market)
- Revalidate problem relevance

2. Idea Validation

- Decide continue / pivot / drop

3. Ecosystem

- Build deeper mentor relationships
- Identify strategic partners

4. Customer Success

- Improve onboarding
- Enhance experience

5. Develop

- Remove unused features
- Improve core functionality

6. Market Validation

- Analyse retention deeply
- Evaluate organic growth

7. Customer Acquisition

- Optimise channels
- Drop ineffective ones

8. Profitability

- Improve pricing
- Improve margins

9. Growth

- Expand from SOM (Serviceable Obtainable Market) to SAM (Serviceable Available Market)

10. Team

- Fix role gaps
- Strengthen culture

11. Learning

- Decide pivot or persevere
- Update direction

12. Financial Discipline

- Calculate runway
- Plan cost optimisation

13. Pitch

- Update with real data
- Improve clarity

14. Funding

- Evaluate readiness
- Build investor pipeline

15. Governance

- Review compliance
- Update cap table (Capitalization Table)