

Startup stages:

Discover where you stand

Answer these questions to see where you are along the startup continuum.

It's not necessary to check yes in every box before you move to the next stage. But total how many “yes”s you have in each phase and you'll get an idea where you are now and where you still need to go.

Early stage startup

	YES	NO
1. Are you building and deploying products to early customers?		
2. Can you demonstrate a market fit for your product?		
3. Do you have proven sales dynamics that support efficient growth?		
4. Do you have a capable team in place who are ready to execute?		
5. Are you focused on KPI-based metrics to assess your growth?		
6. Is your customer base expanding and can you scale production?		
7. Have you built a team with designated roles and responsibilities?		
8. Do you have a succinct pitch deck based on your success?		
TOTAL:		

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Venture-funded or growth stage

	YES	NO
9. Have you secured your first round of Series A funding?		
10. Do you have a working product?		
11. Can you show a proven product ROI?		
12. Can you show that you have a fast sales cycle and selling is efficient?		
13. Have you achieved significant growth?		
14. Have you put into place a complete team, including sales?		
15. Have you been able to attract incremental rounds of Series A funding?		
16. Are you thinking of yourself as being a company instead of a startup?		
TOTAL:		

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Late stage startup

	YES	NO
17. Is your company completely staffed?		
18. Have you experienced game-changing growth?		
19. Does it make sense to consider expansion opportunities?		
20. Are you considering an exit?		
21. Can you raise funds based on performance, not just potential?		
22. Are you able to expand through organic growth or acquisition?		
23. Are you continuing to grow privately using VC funding while it is available?		
24. Have you prepared your company for an IPO?		
25. Are you an attractive acquisition target?		
TOTAL:		

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