

ETSFB

Entrepreneur Maturity

Team Maturity

Solution Maturity

Financial Maturity

Business Maturity

Score each column as high as achieved 100% of box

EARLY (EE1)

Idea

1

Out meeting others
Networking events
Entrepreneur Maturity >50%

Solo-preneur
Team less than a year together
Loose partnership

Clear definition of problem
Prospective client validation
Differentiation is discovered
3 uniques

Budget designed
COGS developed
Pricing Strategy

Newborn
Needs full support from outside.
Fragile and vulnerable

May or may not be incorporated
more than an idea

Feasibility

2

Brainstorming ideas
Reading 2-3 books/mth
Making sales
Entrepreneur Maturity >60%

Leadership Matrix score over 30

Extensive client feedback
Prototype developed
Pilot client
Testing and agency input
Target market clearly defined
Supply chain vetted

Break even analysis (cash flow)
Basic Proformas
Key metrics started

Toddler
Constant supervision,
trying lots of things - unfocused

Low level risks identified
Mission & Vision identified
(10yr BHAG)

Creation

3

Micro failures & turn downs
10 Pitches
Entrepreneur Maturity >70%

Leadership Matrix score over 40
Mentorship Established

Mission clearly defined (who, why)
MVP into the market
Paying customers
Excellent reviews and testimonials
IP Establishment
Supply Chain under contract

Cash Flow Management
Bookkeeping system
Pitch Deck finalised
Some capital in place (FFF)
or Grants

Child
Fun, curious, not supporting
the "parents"

Several key risks identified and
countermeasured
Clearly defined business model

Launch

4

50 + Pitches
Leading teams of 10+
Entrepreneur Maturity >80%

Leadership Matrix score over 50
Develop annual implementation plan
Deep Market/Industry Experience
onboarded

Version 2.0+ into market
Defined sales process and CRM

Deeply tested pitch deck
Raised savvy capital
Dedicated Financials Role

Adolescent
Making it's own money, still needs
direction and support

Risks identified & countermeasured
Generating consistant revenue

Growth

5

Leading a team of leaders
Delegation through 3-4 tiers
of leaders

Values established & held to
Meeting rhythm weekly & quarterly
Following a 90 day plan
Accountabilities clearly stated for
each role

Target Market adoption >19%
Testimonials and growing fan base

Veteran Pitch deck
Beyond Seed round investors
Growing Profitability

Teen
The popular kid,
doesn't always follow the rules,
risk of self destruction
May help support the "parents"

Growing profitability

Maturity

6

Life/Business altering failure
Has led through successful exit(s)

Leadership Matrix score over 70
Hiring Process around VMVG
Strengths, weaknesses and
personalities are understood
Comfortable with conflict and
resolution in meetings

Target Market adoption >25%
The defacto solution in segment

CFO (shared or FTE)
who has led through an exit

Adult
Can fully manage itself

Company Playbook complete and
followed

VMVG = Vision, Mission, Values, Goals