

# STARTUP ROADMAP

A 9-week Commercialization Program

Wednesdays, 3-6 PM

April 4 • April 11 • April 18 • April 25 • May 2  
May 9 • May 16 • May 23 • May 30

Innovation Hub at UF 747 SW 2nd Ave, Suite 169

***Do you have an innovative idea or an early stage startup that has potential as a high growth, scalable venture?***

The **Startup Roadmap** provides an interactive, high-energy hands-on environment to roll up your sleeves and discover the business value proposition for your idea—and much more. Designed for ideas and early stage companies, the **Startup Roadmap** uses a dynamic coaching format with the proven So what who cares? why you?® methodology and tools from wendykennedy.com (WKI). You will work collaboratively with a WKI Certified Coach in weekly, small-group sessions to apply a business-focused lens to your idea and assess your readiness for the next stage of development—whether it's incubation, licensing, or partnerships. At the end of the program, participants will have developed a commercialization roadmap to help launch their venture successfully, plus a pitch presentation deck for investors and other appropriate audiences.



*Is this program right for you? For more information, including cost and scholarship availabilities, contact Kathy Sohar at [ksfl@ufl.edu](mailto:ksfl@ufl.edu) or (352) 294-0492*



**UF** ENTREPRENEURSHIP  
& INNOVATION CENTER

WARRINGTON COLLEGE of BUSINESS

## Week by Week

-  **Week 1** What's your idea: Deep dive into your concept.
-  **Week 2** What's the problem: What's the pain point being solved?
-  **Week 3** What's the competitive landscape? Where does your innovation fit?
-  **Week 4** Who's your customer? Identify key attributes and profiles for customer segmentation.
-  **Week 5** What's the path to market?
-  **Week 6** Where's the money? Accessing the opportunity.
-  **Week 7** What's your competitive edge? Who's your competition?
-  **Week 8** How do you make it happen?
-  **Week 9** Final presentations. Guest panel feedback.

**A Founder Focus** – it's about people with ideas coming together to explore the value. Small groups of founders working together to help each other discover the value of their ideas.



**It's About Conversations** – Active, dynamic conversations about business value, for people who are not 'business people'. These conversations promote debates, laughter and intense discussion – and push founders to consider the possibilities for their ideas.



**Visual Tools** – visual tools that are simple to understand. These tools provide a common language for both coaches and founders to be sounding boards and advisors.

**Hands-on and "Standing Room Always"** – So what? who cares? why you? gets founders on their feet and working together. These are meetings where founders roll up their sleeves to work on the business value of their ideas.



**You Draw, Brainstorm & Debate the Business Value** – this is not business planning – this is a time to draw, sketch, model and map the possibilities for the future of an idea as a business. Business planning is a later stage activity. This is ideation around the business value.



**Action Oriented & Outcome Driven** – this is not a training class! this is a meeting where decisions get made and the business value is defined. Every So what? who cares? why you? session ends with actions taken and an element of the business value decision made.

