

PATH TO VICTORY

Worksheets, updates
and comments
available online:

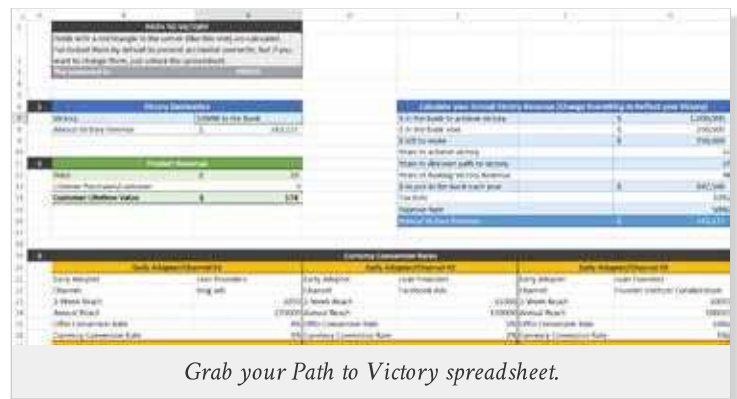


This exercise is one of the most interesting and most important exercises of all of FOCUS - it's also one of my favorites. It is called the Path to Victory.

Problems it Solves

1. Reality Check

The first reason this exercise is so important is that it will help you determine if your Victory will be realistically *achievable* given both the *customer segment* and the *channel* you chose.



Is this a feasible path to get you where you want to go?

If it's **not**, you'll want to know sooner than later - now is sooner. If it **is**, then this exercise will help you...

2. Map Out All of Your Experiments

This exercise will help you develop a road map out all of your experiments between where you are now and your **product-market fit**. The FOCUS Framework will support you through implementing each of these experiments.

In this exercise you will be working with a spreadsheet, instead of a worksheet, to help you with the calculations. Every number in this spreadsheet will have to be validated: every number will represent an experiment that you will run to bring you further down your path.

3. Define Success Metrics