

ZYLTER TECH BUILDER GROWTH MAP



LIFE-CYCLE PHASE	FORMATION		VALIDATION				GROWTH	
	MISSION>VISION>STRATEGY		LEAN STARTUP				SCALE UP	
BUSINESS PHASE	IDEATE	CONCEPTUALIZE	COMMIT	VALIDATE			SCALE	ESTABLISH
DEVELOPMENT STAGE	IDEA FORMATION		MINIMUM VIABLE PRODUCT DEVELOPMENT	ITERATE, REFINE + PIVOT (as needed)	ESTABLISH + STRENGTHEN PROCESSES + CHANNELS			SCALE PROCESSES + CHANNELS
TECHNOLOGY READINESS LEVEL	TRL 1: Basic principles observed & reported	TRL 2: Technology concept and/or application formulated	TRL 5: Initial Testing of Integrated/Semi-Integrated System	TRL 6: Prototype System Verified	TRL 7: Integrated Pilot System Demonstrated		TRL 8: System Incorporated into Final Commercial Design	
MANUFACTURING READINESS LEVEL	MRL 1-3: Pre-Materiel Development Decision		MRL 5: Technology Maturation and Risk Reduction (TMRR)	MRL 6: Technology Maturation and Risk Reduction (TMRR)	MRL 7: Engineering & Manufacturing Development (EMD)	MRL 8: Engineering & Manufacturing Development (EMD)	MRL 9: Low-Rate Initial Production (LRIP)	
FUNDING STAGE	PRE-SEED FUNDING		SEED FUNDING	VC ROUND 1 SERIES A			VC ROUND 2 SERIES B	
FUNDING SOURCE	GRANTS + PERSONAL MONEY			VENTURE CAPITAL			VENTURE CAPITAL	
LEVEL OF BUSINESS VALIDATION	PROBLEM-SOLUTION FIT			PRODUCT-MARKET FIT			BUSINESS MODEL-MARKET FIT	
KEY GROWTH MILESTONES	DESCRIBE INITIAL CONCEPT		DEMONSTRATE PRODUCT POTENTIAL	IDENTIFY PRIORITY CUSTOMER GROUP(S)	DEMONSTRATE MARKET OPPORTUNITY	PITCH FOR / SECURE SEED FUNDING	DEVELOP PROTOTYPE PRODUCT	ESTABLISH FULL DELIVERY CAPACITY
	DEMONSTRATE CONCEPT POTENTIAL		DEMONSTRATE PRODUCT VIABILITY	ACQUIRE INITIAL CUSTOMERS	DEMONSTRATE PRODUCT-MARKET FIT	DEMONSTRATE MARKET TRACTION	PITCH FOR / SECURE VC FUNDING	DEMONSTRATE SUSTAINED REVENUE
	DEMONSTRATE CORE TEAM EXPERIENCE & CAPABILITIES			ESTABLISH PRODUCT DEVELOPMENT ROADMAP	ESTABLISH PRODUCTION PLAN	ESTABLISH PRODUCTION CAPACITY	DEMONSTRATE SUSTAINED REVENUE	
						IDENTIFY + ASSESS GROWTH KPIS		

Learn more about how we guide and support innovative Tech Builders at: <https://www.zylter.com/tech-builders>

