



ORGANIZATIONS

WHAT IS STARTUP ROCKET?

Startup Rocket (<https://www.startuprocket.com>) helps entrepreneurs create, grow, and fund ventures.

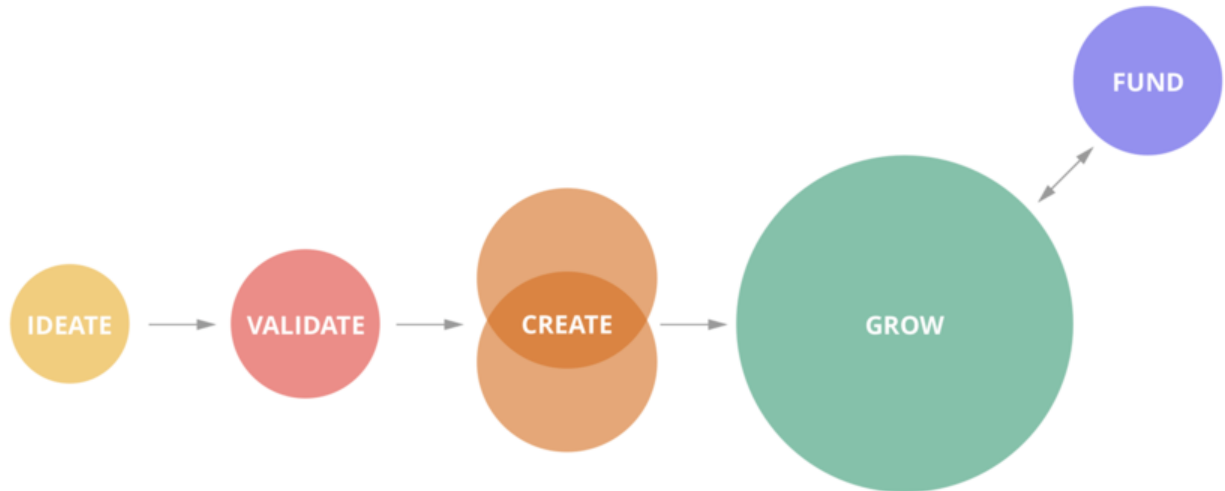
Based on smart business plan tactics, human-centered design, and Lean methodologies, Startup Rocket provides a comprehensive operations framework, a collaborative web app, practical business coaching, and best-in-class learning resources to help founders build desirable products and accelerate growth.

WHAT IS THE STARTUP ROCKET FRAMEWORK?

Given that only a small fraction of successful companies receive outside funding, we help founders plan on growth via profit. The framework gets into the weeds about how to ideate, validate, create, and grow ventures with a bootstrapping mentality.

For some startups, of course, raising money is an appropriate mechanism to fuel growth. In those cases, we help founders land their first round of funding via investors and/or reputable accelerators.

The framework walks founders through the following stages:



Click [here](#) to see a detailed version, including substeps and recommended flow. Also see <https://www.startuprocket.com/framework> and <https://www.producthunt.com/posts/startup-rocket-framework> for more information.

WHAT ARE STARTUP ROCKET ORGANIZATIONS?

As founders create ventures on the Startup Rocket platform, they have the ability to enter an Organization Code that allows an investment firm, co-working space, incubator, educational institution, economic development agency, etc... to track progress.

STARTUP ROCKET Dashboard Articles Resources Anna Smith

Start a New Venture

Codename
e.g. Project X

Short Description
e.g. An Augmented Reality App for Astronauts

Collaborator email address(es) separated by commas, spaces, and/or newlines
(Optional)

Organization Code [?]
ACME123

ACME

Share with Acme Org:

- Venture name, description, and team
- Progress percentages
- All content

Save

Organizations have the option of making tracking fields mandatory or optional. Then, as founders work through the framework, an associated organization can view progress:

The screenshot shows the 'STARTUP ROCKET' dashboard. On the left, under 'ACME ORG VENTURES', there are two cards: 'ENCRYPTOCON' with a 23% progress indicator and 'AVIEASE' with a 51% progress indicator. The main content area features the 'Aviease' logo and tagline 'Making air travel more accessible'. A large circular progress indicator shows 51% 'Total Complete'. Below this is a 'Framework Progress' bar chart with 20 bars of varying heights and colors (green, yellow, orange, red). Underneath, the 'Current Step' is 'Private Beta' at 20% progress, and the 'Team' includes 'Anna Smith' and 'Jimmy Rockford' with their last login times.

WHAT DOES THE EXPERIENCE LOOK LIKE AS FOUNDERS WORK THROUGH THE FRAMEWORK?

The core experience involves a prompt and a coaching guide for each step along the framework.

The screenshot shows a coaching guide for the 'The "Why"' step. It includes a prompt: 'In one or two sentences, briefly describe why you are pursuing this venture?'. Below the prompt is a 'Hide Guide' button. The guide text asks: 'What is your big-picture vision? What do you believe in? What does the world look like when you are enormously successful? etc...'. It provides an example: 'For example, let's say we're building a software product to help make team meetings more efficient (we'll use this example throughout the framework). The "Why" would be something like: *I believe business teams can be - and should be - more productive and satisfied with their work. When my app is used by teams everywhere (even on Mars!), people will be happier, communicate more effectively with each other, and their companies will operate a zillion times more efficiently.*'. The guide concludes with: 'Yes, it should sound this lofty. We'll get specific in the next step about the problem we're solving. In other words, the "why" should derive from your deep motivation for pursuing this venture. If you don't yet have a vision and drive behind what you are doing,'.

Founders are then able to enter their content, format it as needed, enter the percent complete for a step, and comment with their team:

In one or two sentences, briefly describe *why* you are pursuing this venture?

Show Guide ▾

B *I* % H¹ H² ” ≡ ≡


I believe **business** teams can be - and should be - more productive and satisfied with their work. When my app is used by teams everywhere (even on Mars!), people will be happier, communicate more effectively with each other, and their companies will operate a zillion times more efficiently.

Percent Done [?]

100

Previous Saved Next

Add a comment



Add comment

Admins are sent weekly updates about the status of ventures under their organization and can view their organization dashboard at any time for real-time status.

HOW CAN I GET MY ORGANIZATION ON STARTUP ROCKET

Contact our team at hello@startuprocket.com