



Investment Roadmap

What you're doing:

Designing 18 months of operations and milestones around the key questions you need to test to prepare for your **next** investment.

What you've already done:

You've identified what you know, what you don't know, and what you need money to answer on two key dimensions: business growth (**Business Growth Diagnostic**) and impact evidence (**Impact Evidence Foundation tool**).

What you'll do next:

Using that knowledge, you will articulate the top three questions you need to answer – across both dimensions – over the **next 18 months**. These questions are the basis for your **Investment Roadmap**, which lays out your traction milestones, associated activities and resource needs. This Roadmap will help guide your operations and describe to investors how you are using funding to hit milestones. You will also use this Roadmap to inform your financial projections in **Module 2: Calculating Your Funding Gap**.

Keep in mind:

As you develop your key questions, remember that there are often synergies between the two dimensions; any one question can help you gain traction on both business growth and impact evidence.



Question 1: _____

How this moves my enterprise forward:

Business Growth Dimension Explain:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Impact Evidence Dimension Explain:	<input type="checkbox"/> Yes <input type="checkbox"/> No

Roadmap to Get There:

Months 0 - 6

Traction Milestone:	Actions/Activities:	Resources Needed:

Months 6 - 12

Traction Milestone:	Actions/Activities:	Resources Needed:

Months 12 - 18

Traction Milestone:	Actions/Activities:	Resources Needed:

Estimated Cost: _____



Question 2: _____

How this moves my enterprise forward:

Business Growth Dimension Explain:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Impact Evidence Dimension Explain:	<input type="checkbox"/> Yes <input type="checkbox"/> No

Roadmap to Get There:

Months 0 - 6

Traction Milestone:	Actions/Activities:	Resources Needed:

Months 6 - 12

Traction Milestone:	Actions/Activities:	Resources Needed:

Months 12 - 18

Traction Milestone:	Actions/Activities:	Resources Needed:

Estimated Cost: _____



Question 3: _____

How this moves my enterprise forward:

Business Growth Dimension Explain:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Impact Evidence Dimension Explain:	<input type="checkbox"/> Yes <input type="checkbox"/> No

Roadmap to Get There:

Months 0 - 6

Traction Milestone:	Actions/Activities:	Resources Needed:

Months 6 - 12

Traction Milestone:	Actions/Activities:	Resources Needed:

Months 12 - 18

Traction Milestone:	Actions/Activities:	Resources Needed:

Estimated Cost: _____