



The Startup Journey Map: From Science to Strategy

This course teaches you to transform insight into an investor-ready pitch through a structured, strategic system.

Think of it like a cross-country road trip—from Boston to San Francisco. Today, we show you the route. In the coming weeks, you'll experience the drive.



by James Jordan

You can't fund a problem—you must frame a solution.

Every startup begins with a spark. The TPP turns that spark into a roadmap.

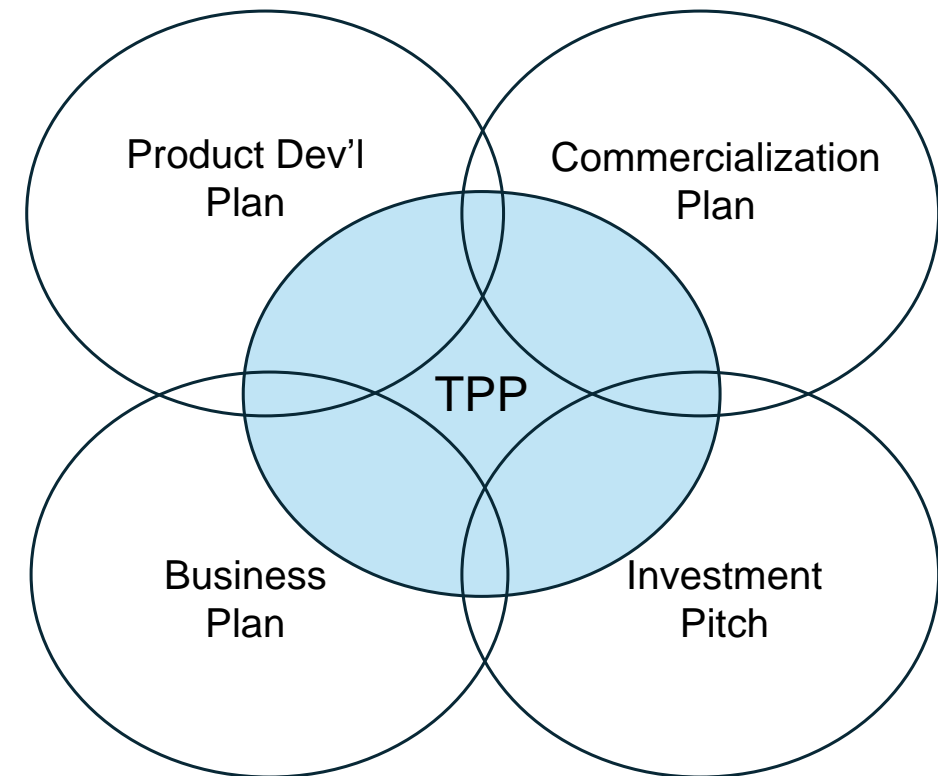
- ✕ **Unmet Need** → Defines the real-world problem you're solving.
- 😊 **Strategic Solution** → What path will your product follow to deliver value?
- ⊗ **Target Product Profile (TPP)** → Your venture's starting pin on the map—defining clinical, commercial, and regulatory success.

The TPP is your strategic first move from idea to investability.

The **TPP fuels integrity** into your strategic plans

From insight comes structure. These three plans turn potential into proof.

- ✕ **Product Development Plan** → What you're building and how
- 😊 **Commercialization Plan** → How you'll reach and grow your market
- ⊗ **Business Plan** → How you'll fund, operate, and scale

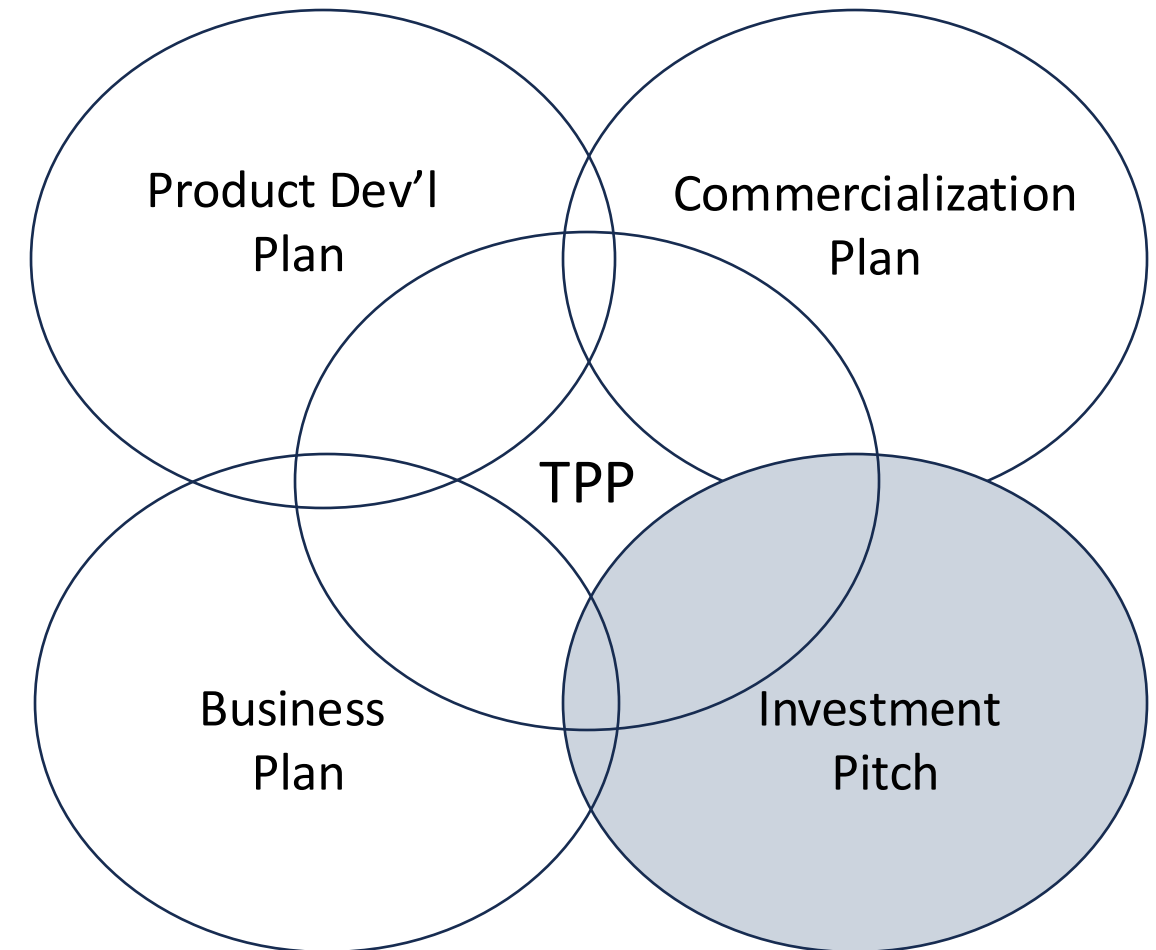


These plans form the foundation of the Journey Map.

The pitch is the answer. The Journey Map shows your work.

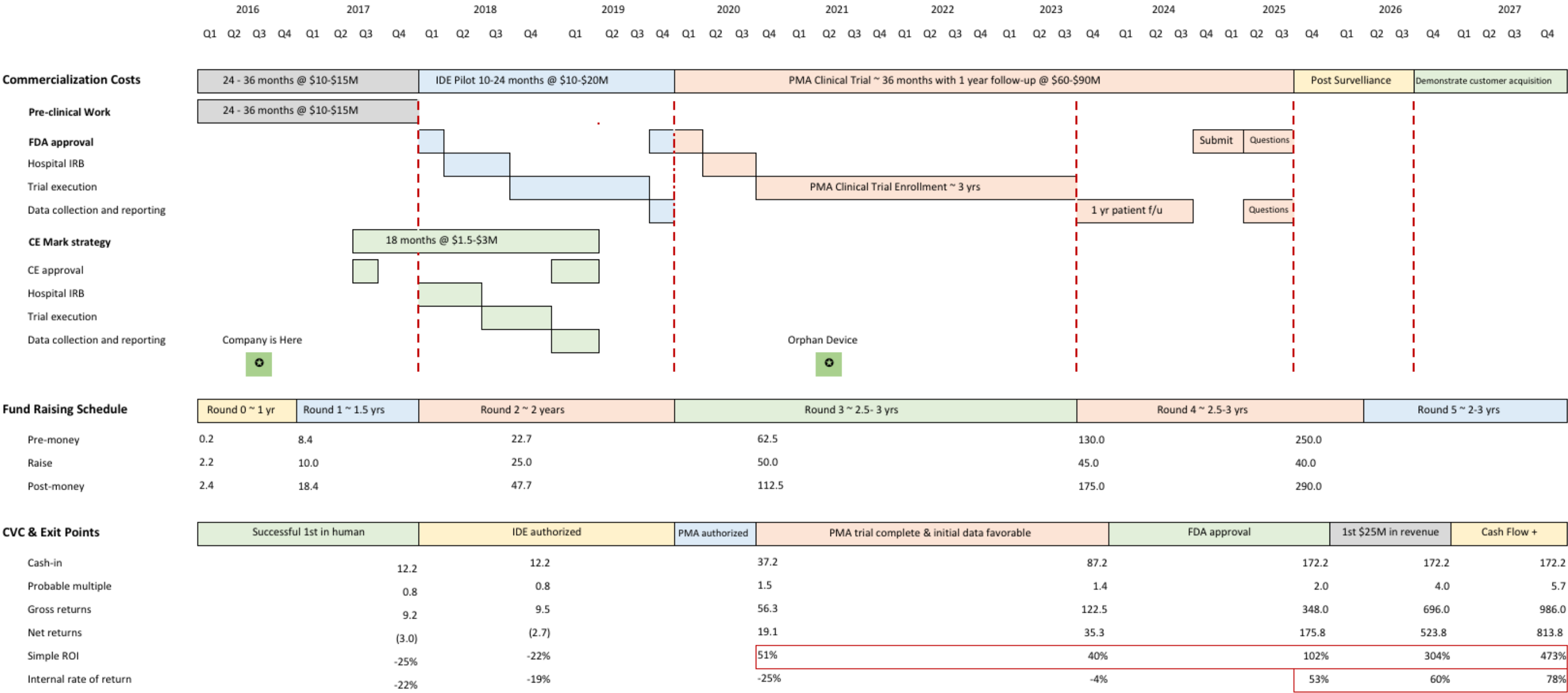
Just like in school—you don't just give the answer, you show the steps.

- ✕ **The Pitch** → A confident, investor-facing narrative
- 😊 **The Journey Map** → A visual synthesis of all your strategic work
- ⊗ **Why It Matters** → It connects the dots: problem, product, capital, market, exit



The pitch is the answer. The Journey Map shows your work.

It connects the dots: problem, product, capital, market, exit



Your pitch is the trailer — The Journey Map is the storyboard.

Investors don't read documents—they scan for conviction.



Problem You Solve

Clear, compelling pain point



Why Now

Timing and market readiness



Why You

Unique qualifications



How Value is Created

How money becomes more

The pitch works because the Journey Map makes the plot believable.





Smart startups de-risk in the right order.

Prove the science works

Validate core technology

Validate manufacturing and regulatory paths

Ensure feasibility and compliance compliance

Demonstrate market readiness

Show customer validation

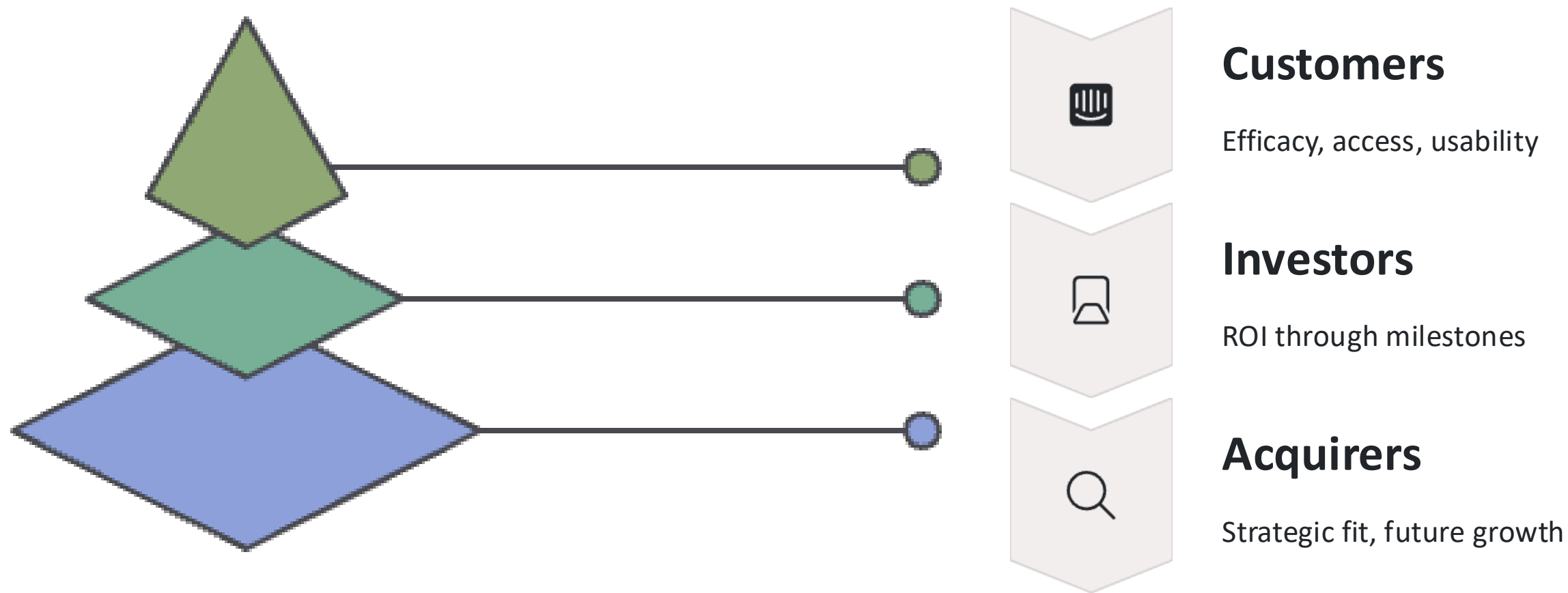
Show path to scale and exit

Present growth and return potential

This is your startup’s forward momentum. It shapes your pitch—and your capital strategy.

Aligning the Big Three: Customer. Investor. Acquirer.

This is how you balance risk, reward, and relevance—and make your venture inevitable.



The Journey Map exists to show this alignment clearly—on one page.

What You Will Build in This Course

Foundation Documents (Inputs)

- Target Product Profile
- Product Development Plan
- Commercialization Plan
- Business Plan

Strategic Tools (Integration)

- Journey Map (visual input)
- Investor Pitch (verbal output output)

End Result

Not just slides. Not just science. You're building a fundable venture.

