



ENTREPRENEUR ROADMAP



DEVELOPMENT STAGE

CUSTOMER ARCHETYPE TEMPLATE

LEARN MORE ABOUT THE ENTREPRENEUR ROADMAP AT: [JUMPSTARTINC.ORG/ROADMAP](https://jumpstartinc.org/roadmap)



Once you've determined who your target customer is and what problem you are solving for them, it's time to dig deeper. Understanding their day-to-day motivations and decision-making process, as well as where they congregate, allows you to develop a strong go-to-market plan to get your offering into their hands. Use this tool to put yourself in the shoes of your target customer and start brainstorming!

ATTRIBUTES	DESCRIPTIONS
JOB ROLE	
GOALS	
METRICS	
CHALLENGES	
INTERACTION PREFERENCES	
WATERING HOLES	