G TEAM ACADEMY'S
STARTUP ROADMAP

STARTUP SUCCESS: OUR HANDS-ON BLUEPRINT TO SCALE YOUR START-UP SAFELY.

if you're ready to scale your business you're not going to be able to do it by living in fear. Surround yourself with forward-thinking individuals who can guide you on the path to success.

"Every single time I speak with G, my life improves. I learn something new, I get a deeper insight into what I'm struggling with, it just raises my happiness. After every conversation, my life gets better."

Allan Buchan-Darroch, Founder of the Catalyst Group

Our Vision

"You have potential that's trapped inside of you that's dying to manifest in the real world but is being held back by fears, insecurities and lack of knowledge. We empower founders to unleash their potential by adopting the mindset of a lion which allows them to act with courage. Startup founders have the biggest hearts with bags of innovation but at the end of the day, no man is an army. Instead of taking on this journey alone, we encourage people like you to take on support from people who have experienced what you're experiencing and know what the next best steps are. From one lion to another, for us to be successful, it's in our best interest for us both to work together."

Our Secret Seven Startup Strategy

G Team Academy works closely with businesses through a consulting and coaching format to support start-ups. After working with countless startups we've curated a list of Fundamental Elements that every successful start-up should have if they're serious about getting to the top and staying there. You may have heard of these 7 Elements before but we've **redefined** them for start-ups to easily evaluate if they're currently performing exceptionally with alignment to these elements.

Each one of these Elements is followed by a complex question that requires a humbling amount of honesty. However, the reward of working through these questions will completely transform a business from stumbling aimlessly to taking great strides towards success.

The Strategy Breakdown

1. Prey Selection

Do you understand what the purpose of the business is and are you willing to sacrifice your time, money and effort to move towards this cause?

2. Killer Mindset

Do you wake up most days with a fire in your belly to go out and pursue this vision with courage and belief?

3. Hunting Plan

Do you have a bulletproof strategy that will take you towards your business vision?

4. Survival Strategy

Do you have the support systems in place to run the business in a reliable and repeatable manner for both internal and external processes?

5. Lions Training Camp

Do you have the resources to give you the required knowledge at the right times on your journey towards achieving your vision?

6. Pride of Lions

Do you have a team of skilled individuals on board who are fully bought into the vision?

7. Great Hunting Grounds

Do you have an environment that fuels you to constantly improve in a healthy and sustainable manner?

Methodology

We apply a 6-step client-centric approach, blending proven strategies with innovative solutions to exceed your expectations.

1. Discovery and Analysis

Comprehensive discovery phase using interviews, surveys, and data analysis to understand objectives and current state.

2. Strategy Development

Creating bespoke strategies from insights, combining industry practices with new solutions.

3. Implementation Planning

Detailed action plans with timelines and responsibilities, emphasising collaboration with client teams.

4. Execution and Support

Hands-on execution with ongoing adaptation and support, focusing on precision and client team empowerment.

5. Performance Tracking

Utilising KPIs and monitoring systems to make necessary strategy adjustments.

6. Knowledge Transfer

Final phase involves transferring knowledge to client teams, ensuring sustainability of improvements.

Module Overview

01 - Business Vision

Outlining Personal Motivation
Vision, Mission & Passion Statements

Defining Business Success

02 - Personal Skills

Mindset
Discipline
Personal Health

Self-Awareness
Work-Life Balance
Time Management

03 - Goal Setting

Goal Setting Theory
Business Goals Review

Building Accountability Systems

04 - Business Model Development

Outlining Business Model
Mapping Out Business Development

Testing Business Model
12-Month Strategy

05 - Operational Planning

Meeting Effectiveness
Business Interdependencies
Software and Business Tools
Crisis Management

Creating SOPs & Documentation
Communication Strategies
Preparing to Scale

Module Overview

06 - Team Development

Meeting Team Needs

Team Psychology

Monitoring Team Performance

Team Wellbeing

Personal & Professional Development

07 - Leadership

Motivational Models

Strengthening Team Relations

Building Team Culture

Embodying the Business Vision

08 - Hiring

Evaluating Recruitment Need

Interview Process

Generate Employee Profiles

Onboarding Process

Finding Candidates

09 - Marketing

Deciding on Markeitng Methods

Marketing Fundamentals

Setting Up Outbound Machine

Branding and Logo Development

10 - Sales

Creating Sales Assets

Sales Frameworks

Sales Psychology

Sales Call Reviews

Pitching Review

Roome Case Study

Background

Roome is a funded tech start-up that helps students find accommodation using their unique, end-to-end mobile application. It was founded by Owen Redman and James Buck who both struggled with the current provisions provided during their university experience. Roome was undergoing a transformational period after securing their first major contract with a UK University.

Internally, Roome was struggling with:
- Raising money whilst other investors are expecting results
- Aligning their day-to-day tasks to hit their goals
- Trying to develop their product consistently to stay ahead of competitors
- Hiring correctly without sacrificing quality
- Generate reliable and consistent sales
- Creating a healthy work-life balance

Roome was looking to work with G Team Academy to help prepare the business for their next stage of growth.

Roome Overview

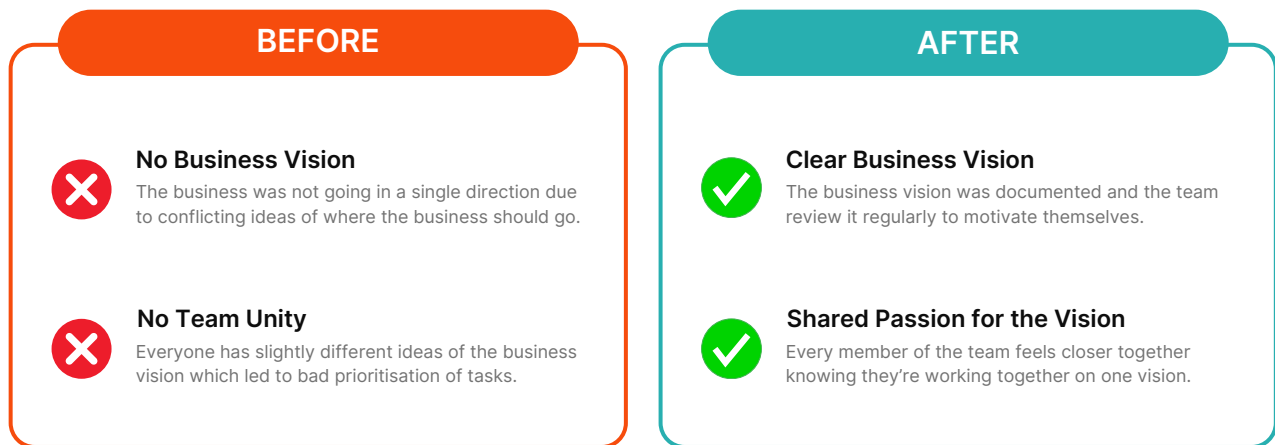Funded Start-Up looking to Secure Additional Funding

Tech-Based B2B Product with Strong Product-Market Fit

Co-founded by two Entrepreneurs looking to expand their team

01. Business Vision

BEFORE	AFTER
❌ **No Business Vision** The business was not going in a single direction due to conflicting ideas of where the business should go.	✅ **Clear Business Vision** The business vision was documented and the team review it regularly to motivate themselves.
❌ **No Team Unity** Everyone has slightly different ideas of the business vision which led to bad prioritisation of tasks.	✅ **Shared Passion for the Vision** Every member of the team feels closer together knowing they're working together on one vision.

G Team Academy held 1-1 meetings with all team members within Roome to generate a deeper understanding of the personal and business motivations to grow Roome.

These calls began with asking questions to learn about the typical behaviours of each individual. This allowed for a comprehensive image of each member's character outside of business. Often these questions could touch on personal topics and it was up to the individual how they would like to proceed with each question.

After this, a more in-depth discussion was had around why they created Roome and what energises them to engage with the business. These answers identified the direction required for the business vision. If these needs were not met by the team members they would eventually lose interest in the business.

Finally, these notes were collated and presented to all team members. This was followed by a series of questions that allowed them to generate a business vision that inspired everyone.

02. Personal Skills

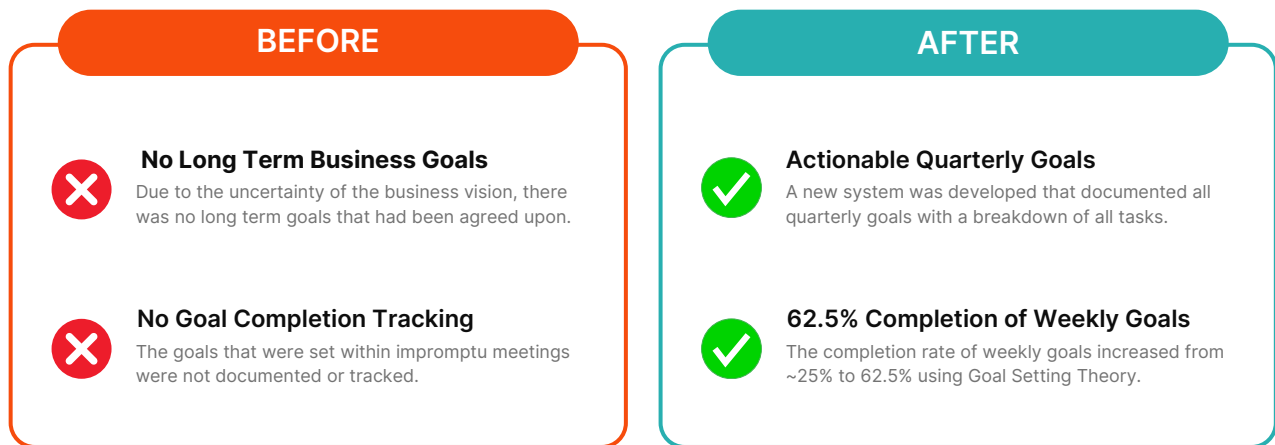| BEFORE	AFTER
❌ **Consumed by Business Tasks** Team members were in a cycle of completing minor tasks that didn't lead to business progress.	✅ **Strong Personal Boundaries** The team developed a healthier relationship with work which energised them to be more efficient.
❌ **No Development Plan** No clear path was outlined in terms of skill development over the next quarter.	✅ **Personal & Professional Development** Bespoke plans were made for all team members to ensure development in high leverage areas.

On the back of securing their first major partnership, the founders of Roome were experiencing burnout that continually compounded as their workload increased. Through 1-1 calls, it was understood that both founders had a tendency to want to overwork themselves by repeatedly pushing themselves to the limit. Whilst this generated moments of great productivity, the consequences were frequent periods of low productivity which was ultimately unsustainable for the business.

It was clear that the frame of reference that the founders were using to understand if they had completed enough work was primarily emotion-based. They did not have clear goals to understand if their progress was adequate which led to them doubting themselves. To counter this, G Team Academy implemented the following:

- Daily goals to act as a new frame of reference
- A strict cut-off time for End of Day
- Communication strategies that respected personal boundaries

Personal development plans were created for Roome, focusing on their overall growth. This included setting personal goals and strategies to achieve them. Professional development plans were also tailored to improve specific business skills and competencies.

03. Goal Setting

BEFORE	AFTER
No Long Term Business Goals Due to the uncertainty of the business vision, there was no long term goals that had been agreed upon.	**Actionable Quarterly Goals** A new system was developed that documented all quarterly goals with a breakdown of all tasks.
No Goal Completion Tracking The goals that were set within impromptu meetings were not documented or tracked.	**62.5% Completion of Weekly Goals** The completion rate of weekly goals increased from ~25% to 62.5% using Goal Setting Theory.

G Team Academy created a bespoke, easy-to-use system that allowed Roome to log their quarterly goals. This system allowed for a breakdown of tasks, completion progress and clear responsibilities. It also allowed Roome to see if any task was overdue which allowed them to prioritise their daily and weekly tasks more effectively.

Originally, when G Team Academy joined, Roome was not documenting their goals or tracking their completion rate. This led to a lack of accountability and miscommunication on the progress that Roome was making internally. The system that G Team Academy implemented allowed for the tracking of goals. The weekly completion rate of goals was in the region of 25%.

G Team Academy then conducted coaching sessions on goal-setting theory to create more actionable goals that tapped into the personal psychology of each of the team members. This led to a 250% increase in goal completion, leading to exponentially faster business progress.

04. Business Model Development

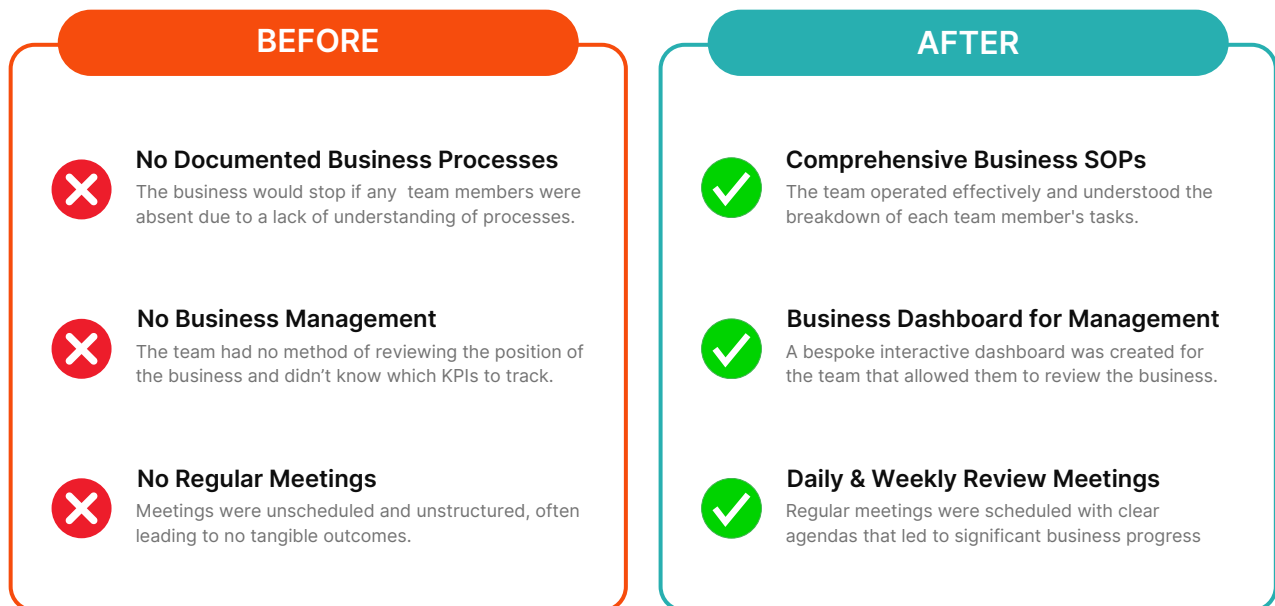| BEFORE	AFTER
❌ **No Defined Business Model** A general business model was verbally agreed but it fluctuated and was poorly communicated.	✅ **5 Defined Business Areas** A clear set of business areas with assigned responsibilities to clarify the core business activities.
❌ **No Cohesion in Business Areas** Friction between business areas due to uncertainty on how business areas are integrated together.	✅ **Management Processes for 5 Areas** Created simple business workflows to seamlessly increase business progress.

G Team Academy guided Roome in developing comprehensive business strategies. They regularly reviewed these strategies, making adjustments based on feedback and changing business dynamics.

A review of their regular activities was conducted that produced the list of the 5 highest leverage areas of their business. The relationships between the different areas were unclear to members which often led to miscommunication. G Team Academy solidified the relationships between the business areas and then worked with the team to develop a business strategy that all team members were excited about.

Furthermore, business workflows were produced to allow for repeatable and consistent business results. A total of 21 business workflows were designed to optimise business efficiencies.

05. Operational Planning

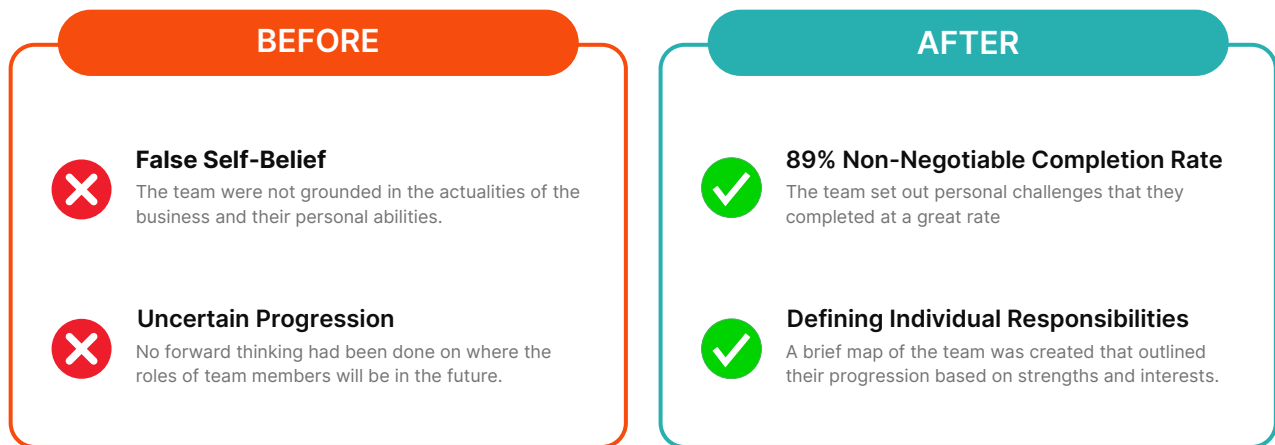| BEFORE	AFTER
❌ **No Documented Business Processes** The business would stop if any team members were absent due to a lack of understanding of processes.	✅ **Comprehensive Business SOPs** The team operated effectively and understood the breakdown of each team member's tasks.
❌ **No Business Management** The team had no method of reviewing the position of the business and didn't know which KPIs to track.	✅ **Business Dashboard for Management** A bespoke interactive dashboard was created for the team that allowed them to review the business.
❌ **No Regular Meetings** Meetings were unscheduled and unstructured, often leading to no tangible outcomes.	✅ **Daily & Weekly Review Meetings** Regular meetings were scheduled with clear agendas that led to significant business progress

G Team Academy assisted in the development and implementation of efficient business workflows and systems. This included setting up standard operating procedures (SOPs), which Roome adopted to streamline their daily business activities and improve overall efficiency.

We focused on enhancing Roome's operational skills by providing training in areas like problem-solving, decision-making, and system development, which are crucial for running a business effectively.

G Team Academy also supported setting up key business tools, such as Notion pages for various aspects of the business. This organisation of information and resources played a crucial role in the smooth operation and management of the business.

06. Team Development

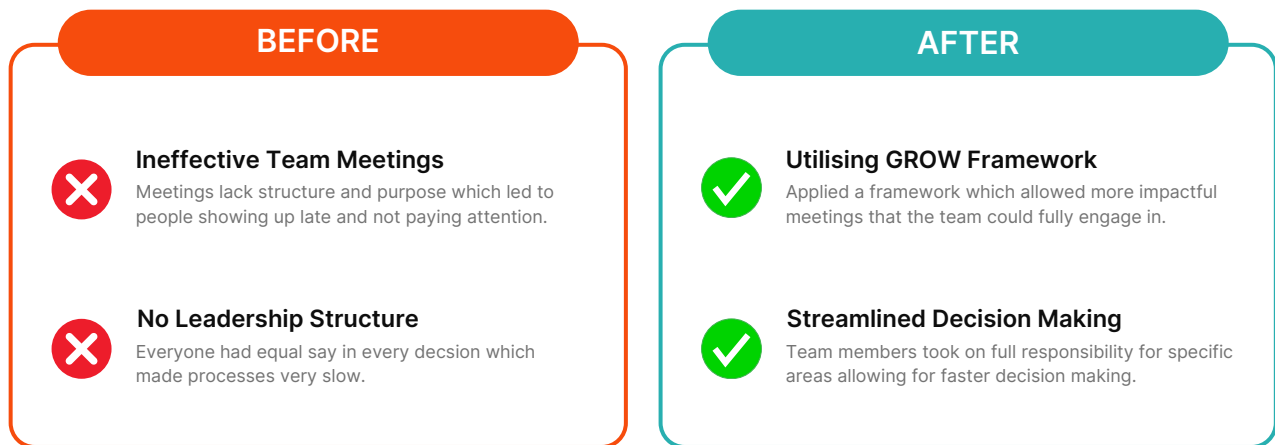| BEFORE	AFTER
❌ **False Self-Belief** The team were not grounded in the actualities of the business and their personal abilities.	✅ **89% Non-Negotiable Completion Rate** The team set out personal challenges that they completed at a great rate
❌ **Uncertain Progression** No forward thinking had been done on where the roles of team members will be in the future.	✅ **Defining Individual Responsibilities** A brief map of the team was created that outlined their progression based on strengths and interests.

Before providing leadership support, G Team Academy observed the current leadership methods. The following points were noted:

- Roome did not stick to personal goals and challenges which led to a lack of confidence and excitement to work on the business
- There was a lack of inclusive communication that ensured all team members felt heard and valued
- Roome struggled to engage the team in the day-to-day operations of the business
- It was difficult to discourage negative behaviours as there was no general consensus on expectations

G Team Academy then implemented a non-negotiables challenge for all team members which allowed them to choose an activity they were passionate to do more of and collectively agree to commit to it. This resulted in an average 89% completion rate of non-negotiables and an overall sense of accomplishment which brought greater confidence to the team.
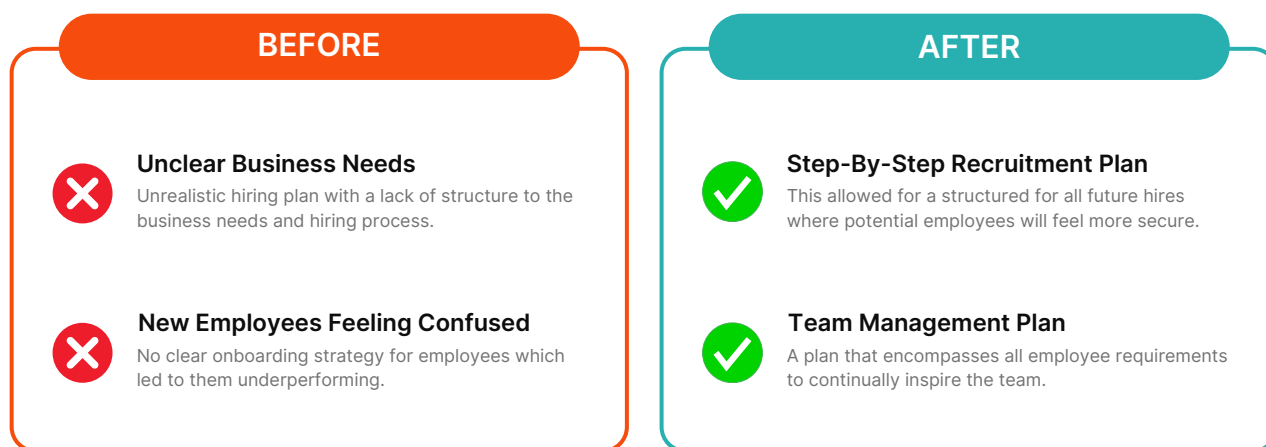
07. Leadership

BEFORE	AFTER
❌ Ineffective Team Meetings — Meetings lack structure and purpose which led to people showing up late and not paying attention.	**✅ Utilising GROW Framework** — Applied a framework which allowed more impactful meetings that the team could fully engage in.
❌ No Leadership Structure — Everyone had equal say in every decsion which made processes very slow.	**✅ Streamlined Decision Making** — Team members took on full responsibility for specific areas allowing for faster decision making.

One of the common challenges within Roome was having meetings without a clear format. Often the team would meet and not take anything actionable away leaving lots of great ideas on the table. It was often also the case where a problem would be talked about for a while but there was uncertainty on how to tackle the problem. This led to the implementation of the GROW framework which allowed for the team to have a clear understanding of how to work through the stages of dealing with a challenge. Since using this framework Roome found it much easier and more efficient when working through business challenges, always leaving with action items and a sense of accomplishment.

One issue that the team struggled with was having a leadership system that allowed for clear responsibilities. Unique leadership tools were used to design a hierarchy that accounted for all team members' motivations which led to each member flourishing within their dedicated business area.

08. Hiring

BEFORE	AFTER
❌ **Unclear Business Needs** Unrealistic hiring plan with a lack of structure to the business needs and hiring process.	✅ **Step-By-Step Recruitment Plan** This allowed for a structured for all future hires where potential employees will feel more secure.
❌ **New Employees Feeling Confused** No clear onboarding strategy for employees which led to them underperforming.	✅ **Team Management Plan** A plan that encompasses all employee requirements to continually inspire the team.

G Team Academy supported Roome in its recruitment process through a structured and comprehensive approach, as detailed in the recruitment plan. Here's an overview of how the support was provided across each stage:

Stage 1: Evaluating Recruitment Need
G Team Academy assisted Roome in determining when and why new staff were needed. This involved utilising a matrix to assess the necessity for new employees, ensuring that Roome's team expansion was in line with their business requirements and growth.

Stage 2: Generating Employee Profiles
Roome and G Team Academy worked together to create detailed job profiles, crucial for attracting the right candidates.

Stage 3: Finding Candidates
G Team Academy offered advice on best practices for sourcing suitable candidates, including the application submission process.
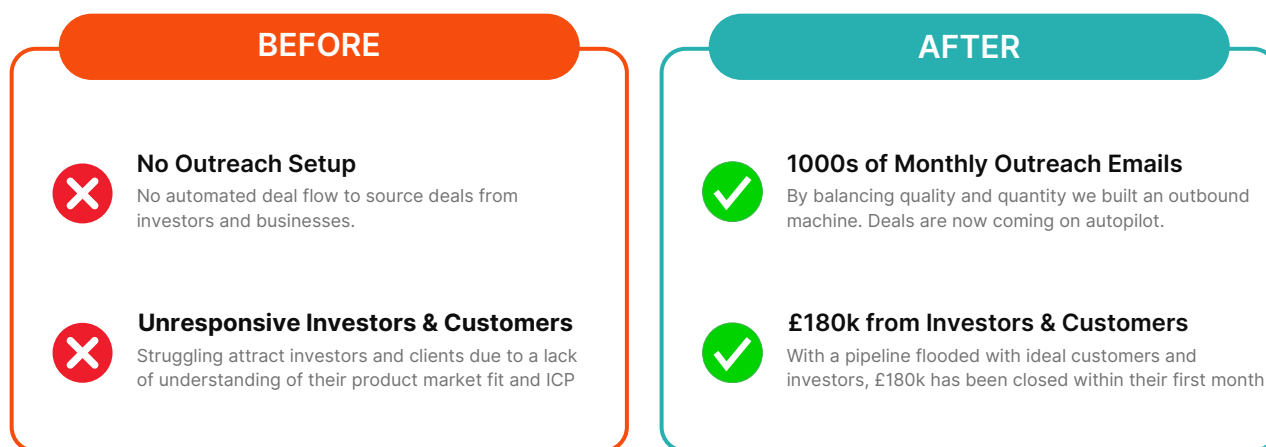
Stage 4: Evaluating Candidates
G Team Academy aided in designing an application process that enabled Roome to effectively assess potential candidates.

Stage 5: Onboarding Process
For onboarding, G Team Academy designed a bespoke onboarding process that fast-tracked employee competence and productivity.

09. Marketing and fundraising

BEFORE	AFTER
❌ **No Outreach Setup** No automated deal flow to source deals from investors and businesses.	✅ **1000s of Monthly Outreach Emails** By balancing quality and quantity we built an outbound machine. Deals are now coming on autopilot.
❌ **Unresponsive Investors & Customers** Struggling attract investors and clients due to a lack of understanding of their product market fit and ICP	✅ **£180k from Investors & Customers** With a pipeline flooded with ideal customers and investors, £180k has been closed within their first month

Stage 1: Identifying product market fit

Founders often get lost when developing their product or business and have lost sight of why they started in the first place. By conducting deep market research, such as speaking with their current clients, and looking at the competition and what they can offer we can find their place in the market.

Stage 2: Identifying Ideal Customer Profiles (ICPs)

From this, we can identify who will get the most value from their product. The more specific we can go, the better the results. We then scrape a list to get as much data on each prospect.

Stage 3: Personalising and tailoring the message

With all the data we have collected, we are able to stand out from the crowd. Each message is deeply personalised from data across the web, not just their profiles. We are also able to tailor our pitch to different types of customers to nail their pain points from the first communication.

Stage 4: Setting up the infrastructure

To deliver this at scale, we need automation and we need to ensure deliverability. Using software we can 'warm up' our domains to simulate a human's interactions so that we never end up in spam. This combined with the personalisation allows us to send 100s of emails per day whilst maintaining an 80% open rate.
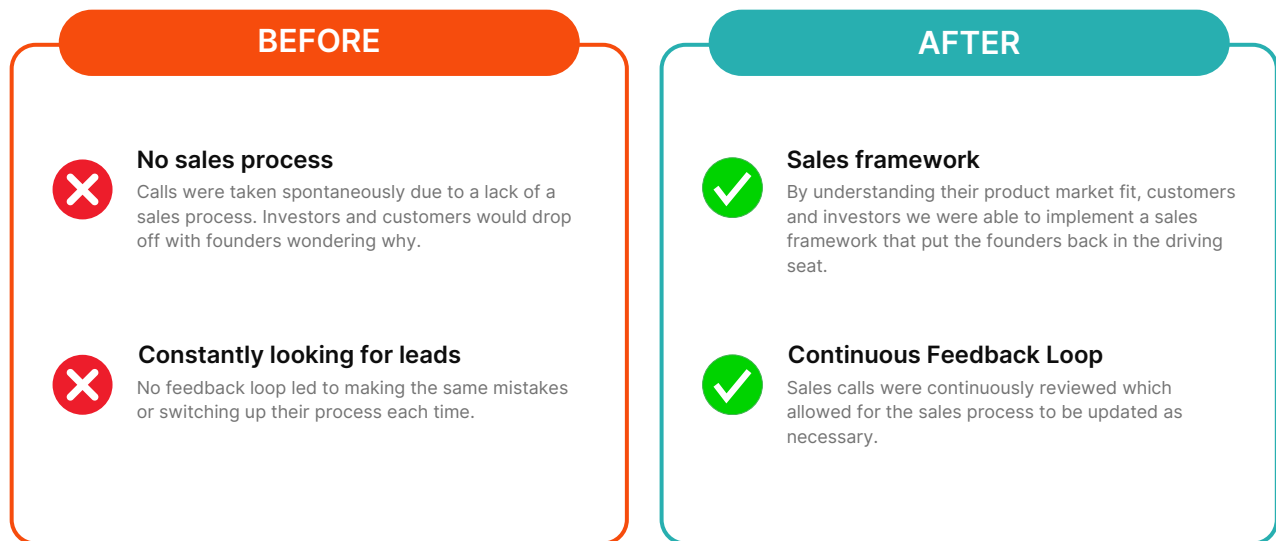
Stage 5: Managing replies and booking calls

We start with founder-led sales. We sync with the founder to get calls booked on their calendar whilst helping them before and after the sales call. It is important you are prepared for each call until you fully understand the sales process. Many replies are wasted that could have been turned into a booked call. We do that for you.

Stage 6: Constantly tweaking the machine

We constantly work with you to tweak our outbound machine until we reach an 80% open rate, 10 percent reply rate and 5 percent meetings booked rate.

10. Sales

BEFORE	AFTER
❌ No sales process Calls were taken spontaneously due to a lack of a sales process. Investors and customers would drop off with founders wondering why.	**✅ Sales framework** By understanding their product market fit, customers and investors we were able to implement a sales framework that put the founders back in the driving seat.
❌ Constantly looking for leads No feedback loop led to making the same mistakes or switching up their process each time.	**✅ Continuous Feedback Loop** Sales calls were continuously reviewed which allowed for the sales process to be updated as necessary.

Stage 1: Reviewing current sales techniques

We began by evaluating Roome's existing sales techniques. This involved analysing their sales calls, email communications, and client interaction strategies.

Stage 2: Defining a new sales process

We introduced a structured sales process tailored to Roome's business model. This included clear steps from initial client contact to closing a deal.

Stage 3: Practicing the new sales process

We conducted practical training sessions, including role-playing exercises. This helped the team feel comfortable with new sales techniques in a simulated environment. During these sessions, immediate feedback was provided, allowing team members to refine their approach and technique.

Stage 4: Reviewing sales calls

We used key performance indicators (KPIs) to measure improvements in sales outcomes, customer engagement, and deal closure rates.

Roome Testimonial

"Working directly with Gurupma and G Team Academy over the last month has proven to have been one of the best decisions we have made as a start-up.

We were previously caught up in early-stage start-up practices, with our founding team wearing multiple hats, overworking and not following any clear processes or operations. After working with G Team Academy, we have aligned responsibilities in the business, core systems and processes outlined, and a clearly defined operations strategy.

We now have a far clearer focus on the business, our goals and objectives and how we can continue to grow, I believe we'll now grow so much faster over the next 12 months, and we now have the systems in place to continue building the team, and maximise the efficiency of the business.

It was a real pleasure to work with Gurupma, the delivery through this period far exceeded our expectations, he took the time to really understand where the business needed support, as well as working with us on a personal level, helping us build personal development plans.

I've found a new sense of energy and drive since working with the team, and I can't recommend them enough!"

Owen Redman
Co-Founder of Roome Uni Ltd

G Team Academy

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