

WHERE ARE YOU AT WITH YOUR BUSINESS?

STAGE	1	2	3	4	5
	SOLO MILE	LEAN MILE	GROWING MILE	MATURE MILE	POWER MILE
TEAM	1	2-12	13-30	31-70	71+
ANNUAL REVENUE	<£100k	£100k-£500k	£500k-£2m	£2m-£5m	£5m+
YEARS IN BUSINESS	0-1	2-4	3-6	7-10	10+
INVESTMENT LEVEL	£125	£125-£625	£625-£2500	£2500-£6250	£6250+
POSITIVES & CHALLENGES	<ul style="list-style-type: none"> • Profitable • Independent • Spinning lots of plates 	<ul style="list-style-type: none"> • Tight team • No money • No time • Stressful 	<ul style="list-style-type: none"> • Revenue good • Cashflow bad • Scalability challenges • Growing pains • Firefighting • System challenges • Staffing challenges 	<ul style="list-style-type: none"> • Revenue good • Cashflow bad • Scalability challenges • Firefighting • System challenges • Management challenges 	<ul style="list-style-type: none"> • Money is good • Strategic thinking • Scalable • Internal FD Required
GOALS	"I feel like I have a job, not a business & need help to manage my finance."	"We need to increase our revenue & think more like a larger business."	"We need to improve our cashflow so I can sleep at night."	"We need to scale our business, but we need to do it properly."	"We need our own FD but we don't want to be beholden to them."

WHERE WOULD YOU LIKE TO BE?