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An example milestone is available on page 4.

Milestone Plan

Critical Milestone #1
Strategy
Required Evidence
Resources & Finances Needed
Total Cost:
Target Date:

Milestone Plan**Critical Milestone #2****Strategy****Required Evidence****Resources & Finances Needed****Total Cost:****Target Date:**

Milestone Plan

Critical Milestone #3
Strategy
Required Evidence
Resources & Finances Needed
Total Cost:
Target Date:

Milestone Plan

Sample Critical Milestone

Level 3 Market: Initial sales provide evidence that we can capture our target market

Strategy

By the end of next quarter, we will add 20 corporate clients to the top of our sales funnel, get three to validation stage and will receive a verbal agreement from one.

Required Evidence

We will have a CRM, even if basic, in place to track our B2B sales. We will have documented each of the clients, their stage in the sales funnel, and any agreements in our CRM. We'll be able to show reports to prospective investors on demand illustrating our sales pipeline.

Resources & Finances Needed

Hire a dedicated sales representative with a book of business in our market (*hint: having pre-qualified candidates who would like to work for you will help you make your case*)

Total Cost: \$55,000/year

Target Date: November 20, 2020

For more information, please visit abaca.app