# Platform co-ops: Founder journey

## Pre-seed – getting started

### Exploring

* DEFINE your business idea
* IDENTIFY your platform stakeholders
* DECIDE if a co-op is right for you
* FIND your co-founders
* BUILD a social media presence
* RAISE your first funds ~ £5k

### Setting up

* SEED Finding your way
* CREATE your business plan
* SELECT your co-op structure
* ASSEMBLE your board
* REGISTER your co-op
* BUILD a microsite
* LAUNCH a crowdfund ~ £20k

## Seed – finding your way

### Testing

* BUILD low cost prototypes
* FIND users to test them
* PLAN your funding runway
* SECURE your core team
* DEFINE your internal processes
* APPLY for grant funding ~ £100k

### Building

* BUILD a Minimum Viable Product
* OPEN UP to new members
* START generating a small revenue
* ASSIGN clear roles in the business
* GROW your profile
* LAUNCH an equity crowdfund ~ £300k

##

## Series A – taking shape

### Growing

* LAUNCH your platform
* REVISIT your business plan
* ACQUIRE new members
* INCREASE revenue
* HIRE new staff
* RUN another equity crowdfund ~ £500k

### Scaling

* EVALUATE risks and rewards of scaling
* RELEASE new iterations of your platform
* DEVELOP new member acquisition strategies
* DIVERSIFY revenue streams
* IMPROVE internal processes
* EXPLORE new funding options ~ £1M

*See* [*www.unfound.coop*](http://www.unfound.coop) *for more information about UnFound.*

*UnFound is for founders looking for a different way to set-up and run a platform business. It brings together entrepreneurs that would like to develop their digital business in a more collaborative and equitable way.*