



JOIN 21

A next generation tech company

Roadmap and OKRs

2021 - 2024

January 21, 2021

Our roadmap

2023

Category captain

Global reach

Online sales and partner generating revenue

Affiliate Program with subscription, support services and consulting

Database development with key metrics

Revenues 2023

- Partner model (30/70)
- Subscription, courses and support services
- Consulting and courses

2022

Grow revenue globally (SaaS)

Product suite with standalone modules

Global marketing (brand & sales) positioning with lead generation

Direct Sales teams and Online sales

Deploy Partner and University Programs

Focus on recurring revenue models

Revenues 2022

Launch subscription and support models

Partner model (70/30)

Consulting and courses

2024

JOIN21 established globally

Finished product 2.0

Online sales and partner generating revenue globally.

International partner program

International database and key metrics

Revenues 2024

- Partners, subscription and support services
- Subscription to database and key metrics
- Certification Services
- Consulting (limited)

2021

Develop J21 products and market launch

Development program with customers and partners

Marketing-sales push: Baseline, Academy, and Insights

Marketing automation and lead generation

Scale with Crowdfunding

Revenues 2021

JOIN21 Products and consultancy services

Customer Development Program, fixed price

Objectives and Key Results (OKRs)

Q4 - 2022

AMBITIONS:

Highly rated product globally	Strong customer base	Simple customer journey (partner&direct)	Global reach with salesteam and partners	Positioned globally (partner&direct)
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TARGETS:

Customer satisfaction (NPS > 50)	Customer acquisition (200 customers)	Digital customer journey (Automated)	Commercial team and partner-ecosystem (10 sales /50 partners)	Network analytics platform (Used in 10 countries)
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Q3 - 2021

OBJECTIVES:

Sales strategy and tactics confirmed	Product portfolio connected to value proposition	Simplify customer&partner delivery processes	Secure 2021 funding
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KEY RESULTS:

Customer sales journey defined (Now and with Insights)	Unique product edge for sales (Get insights and testimonials)	10 key pain points identified and mitigated	NOK 3 mill. invested and 2021 customer revenue targets estimated
200 qualified prospects in CRM and 20 customers in sales process	3 low barrier products market ready	Onboarding to platform is tested and documented	Prepare own platform and processes for direct investments
1 person and 1 partner dedicated to sale	5 customers in development program	Test onboarding with 10 customers (giving thumbs up)	Started targeting 10 potential investors for Q1 2022 big bet