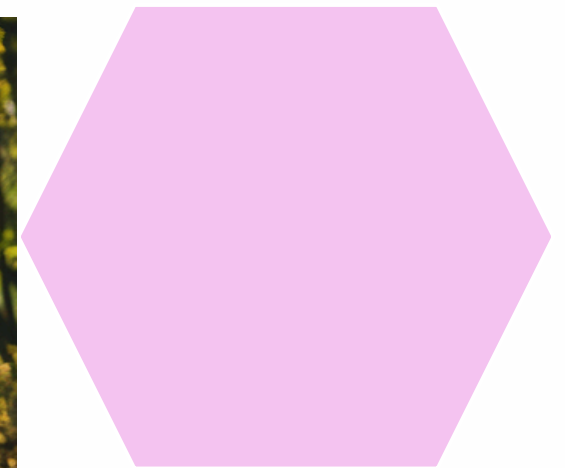
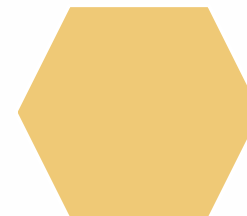
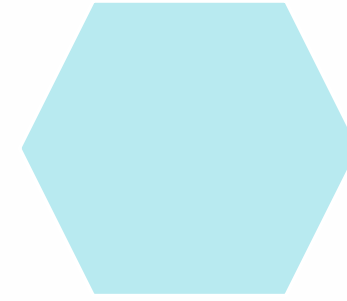


Focus Like a Founder: Find What Matters

Cecilia Wu, Founder, Cecii Health



“Juggling a 4-day banking job while building Cecii taught me one thing:
My time and energy are limited.
Over time, I learned how to identify what my startup really needed at the right stage — and how to take action on the things that moved us forward.”
– Ceci

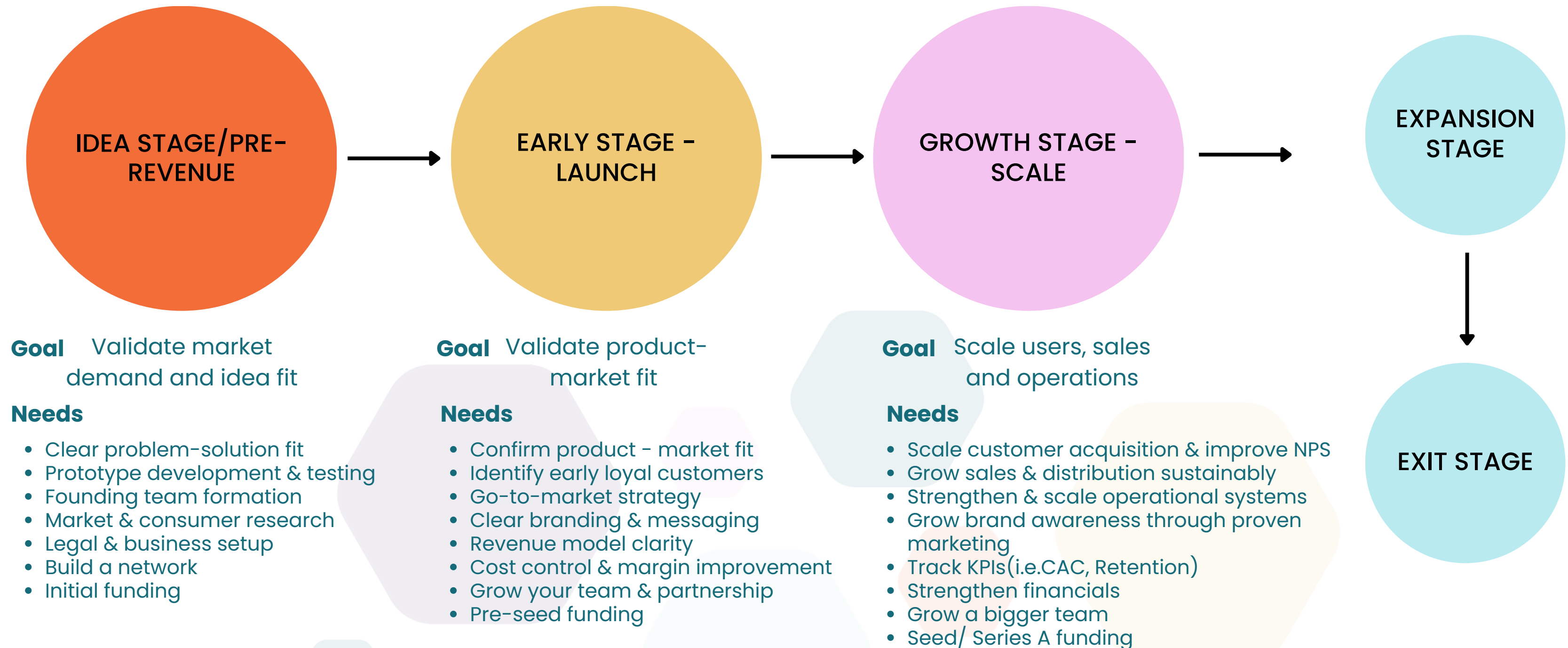
Why Do We Struggle to Identify Business Needs and Prioritise?

1. We try to do too much – leads to burn out
2. We skip stages – e.g. scaling before validating
3. We track the wrong KPIs – and optimise things don't matter
4. We don't know what our real needs are – waste time, money and energy on the wrong things



Clarify Your Business Needs at Every Stage

Understand Business Needs for Every Stage



Set Measurable Goals

What it means

Measurable Goals means they are SMART

- SMART= Specific + Measurable + Achievable + Relevant + Time-Bound
- Example: Increase monthly recurring revenue by GBP2000 within the next 3 months by onboarding 10 new customers

Reflection checklist

1. Do I have a clear, measurable and specific goal for the next 90 days?
2. Have I defined what “success” looks like right now?
3. What is the ONE thing that moves my startup forward right now?
4. Why is this goal important now?
5. Does each current project align with my main business goal?

Quantify Business Needs with KPIs

Decide and Implement The Right KPIs

Start with Clear Objectives

Define what success looks like over the next 6–12 months

Identify Key Business Areas

Think in terms of core functions: Marketing, Product, Operations, Customer Support, and Finance.

Choose Metrics That Match Your Stage and Goals

For each area, select KPIs that offer actionable insight and align directly with your current priorities.

Set Quantifiable Targets

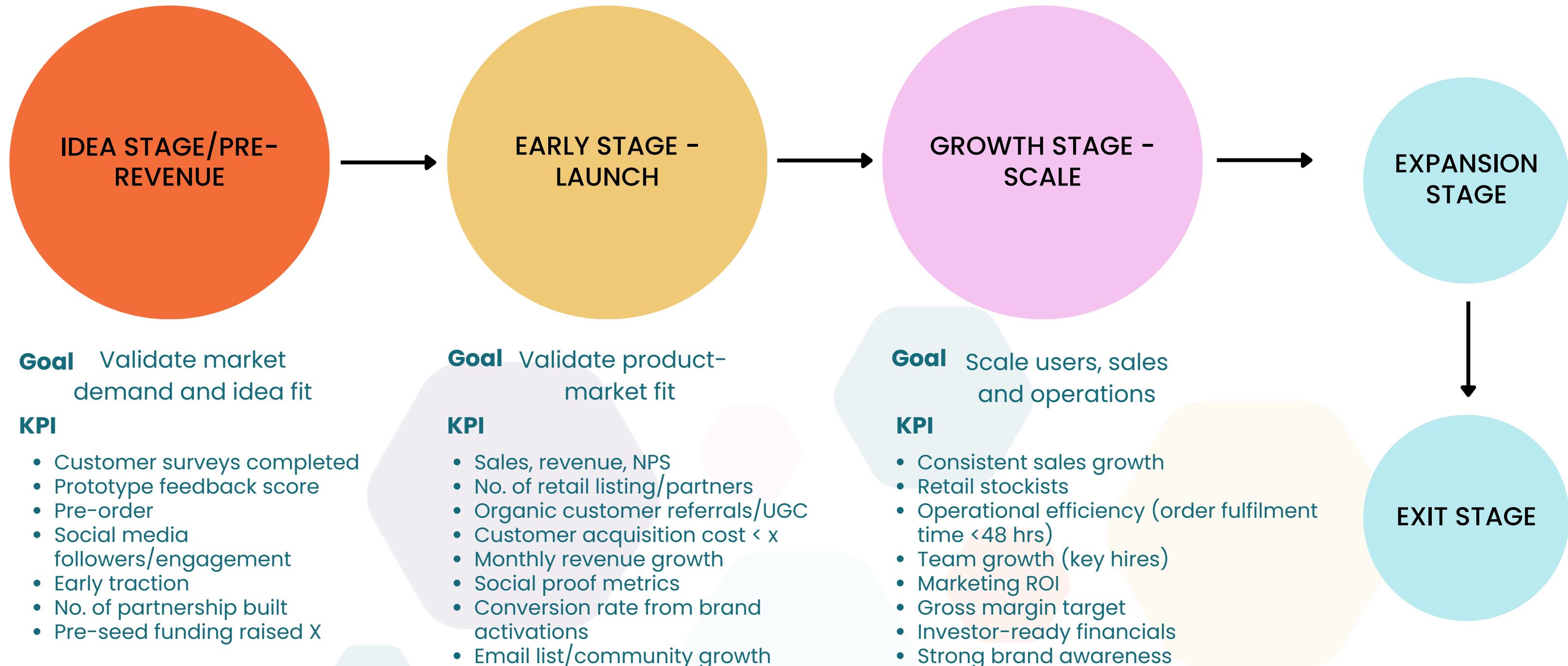
Assign clear numbers and timelines to each KPI — aim for ambitious but achievable.

Monitor and Adapt

Review performance regularly (weekly or monthly).

Adjust as needed based on changes in your market, product, or team.

Quantify Business Needs with the Right KPIs





Reflection checklist

1. What's the biggest blocker in my business?
2. Are people using or buying the product as expected?
3. Have I identified the right early adopters for my products/services?
4. Which channels/products drive the most revenue — and profit?
5. Where am I spending the most time or money with little return?
6. What's my monthly burn rate?
7. Am I tracking the right stage-relevant KPIs?
8. How often do I review key metrics?
9. What's on my plate that doesn't move the needle?
10. Have I ranked my initiatives using a prioritisation method

Priotise What Matters Most

**“The difference between
successful people and really
successful people is that
really successful people say
no to almost everything.”
– Warren Buffett**

Prioritise What Matters Most

What it means

- Focus only on the activities that fundamentally push your startup towards its key goals
- Say No to everything if it doesn't directly advance the most critical goals

Practical tips / tools

- Say '**No**' to fake work, shiny objects, even good ideas if they aren't the top priority now
- Have '**absolute clarity**' on what success looks like, choose the 'ONE' thing that moves the needle
- Take **decisive actions** and be comfortable missing potential small wins
- Use '**Prioritisation frameworks**' to help you identify your No.1 focus

Fake work, Shiny objects vs Real work

- **Fake work:** Scrolling social media as 'research', endless planning with no action
- **Shiny objects:** Non-essential tools, partnerships that don't drive results
- **Real work:** Talking to users, improving conversion, testing ideas, closing sales

Use Prioritisation Frameworks

ICE Framework

- I – Impact; Will this meaningfully move us forward?
- C – Confidence: How sure are you this will work?
- E – Ease: How hard/expensive is this to do?
- ICE score = Impact x Confidence x Ease
- Each criteria is rated from 1 – 10

80/20 Framework

- 80% of results come from 20% efforts
- Understand your ultimate goal
- List all your tasks
- Identify 20% that generate the biggest impact
- Focus on your energy on top 20%
- Delegate, defer or reduce time spent on the low impact 80%

Applying ICE Framework

– Example

Top Priority Actions (Scored by ICE Framework):

Priority	Impact	Confidence	Ease	ICE Score
Finalise retail packaging	9	9	6	486
Secure sales point (café or market)	9	7	6	378
Refine pitch deck for retail buyers	8	7	5	280
Host sampling WITH purchase path	7	7	6	294
Pause high-frequency social posts	3	9	9	243
Start production site search	8	6	4	192
Prep DTC site (basic version)	7	6	5	210

👉 My Top 3 Priority Actions (this month):

- 1.Finish packaging
- 2.Get products listed — even a weekend stall
- 3.Update/refine buyer pitch deck

 **Exercise:**
What's your top 3 task based on ICE Framework?

Use AI to Help You Identify Business Clarity

Founder Strategy Clarity AI Sheet – INPUT

Section 1: About My Startup

What does your startup do?

What stage are you in? (Idea, MVP, Early Revenue, Scaling)

What is your goal for the next 90 days?

Section 2: Business Needs & Diagnosis

What's the biggest blocker or challenge right now?

What do your customers or partners keep asking for?

Where are you spending most of your time — and is it working?

Section 3: Metrics & KPIs

What metric(s) will prove you're making progress?

What can you measure weekly?

What success metric will you review monthly?

Section 4: Prioritisation

What ONE task would move you closest to your goal this week?

What are you doing that you could stop or pause?

Founder Strategy Clarity AI Sheet – PROMPT

Ask Chat GPT:

Here's my Founder Clarity Sheet. Can you help me prioritise what to focus on next, clarify my KPI, identify missing pieces, and give me a plan? Use ICE or 80/20 prioritisation framework to help me understand

Then paste your filled answers

Founder Strategy Clarity AI Sheet – OUTPUT EXAMPLE

Startup Snapshot

****Brand:**** Cecii Health

****Stage:**** MVP, preparing for soft launch

****Vision:**** Science-backed fermented juice shots to support gut health, energy and mood.

****Mission:**** Empower people to trust their gut and live fully and sustainably.

90-Day Goal

Sell in 3 cafés and 1 market stall. Grow brand awareness and early adopter community through clear messaging, product availability, and proof of concept

Top Priorities (ICE Ranked)

XXXXX

KPIs to Track

- Weekly: Sampling-to-sale rate, social media inquiries, feedback forms collected
- Monthly: Sales, NPS score, # stockists, testimonials, buyer meetings held

Bottlenecks:

- No retail-ready packaging → no sales conversion
- Social content with no funnel → low ROI

Pause / Deprioritise

- Frequent Instagram posting (focus on quality)
- Sampling without conversion strategy

Next Actions (This Week)

- 1.
- 2.
- 3.

Want tailored feedback on
your business clarity?

*Book a free 1:1 mentoring session with
Digital Boost*

Thank You

digitalboost