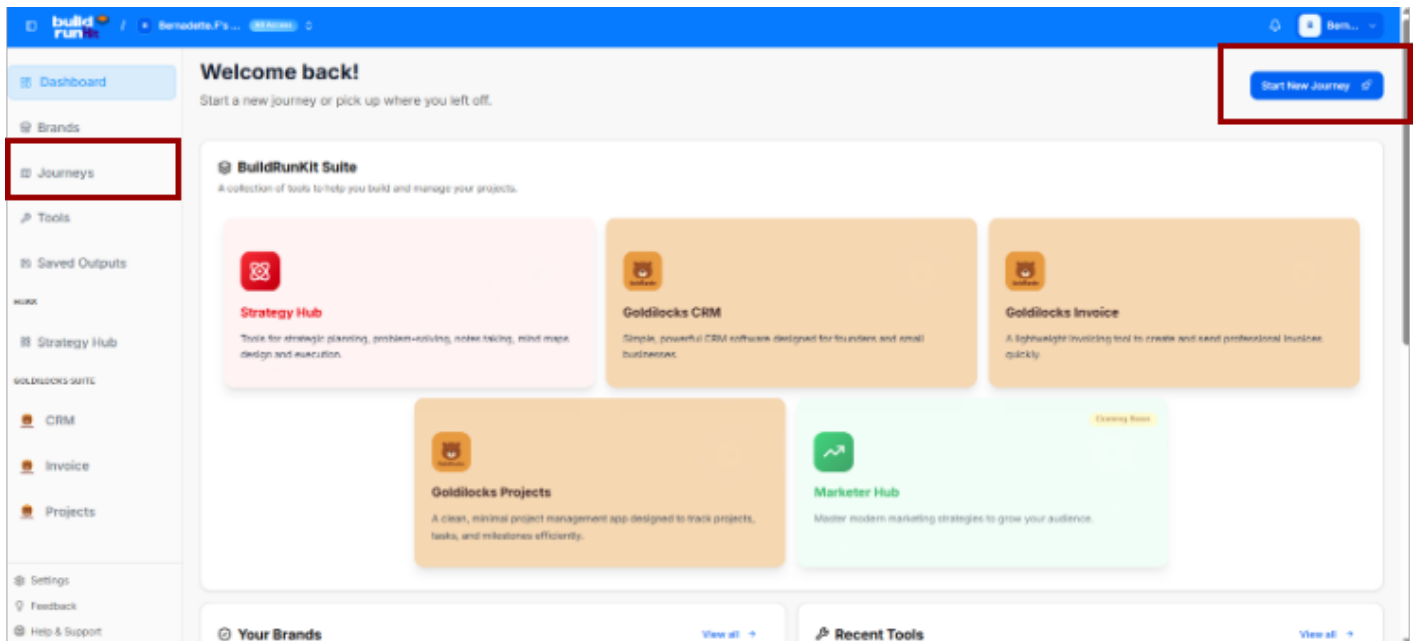


Startup Launch Journey

Startup Launch Journey: Initial Navigation



To begin your startup journey, use the primary dashboard area to navigate to the designated workspace:

- Accessing Journeys: Locate the left-hand sidebar menu under the main navigation group and click on Journeys to enter the startup launch tracking panel.
- Alternative Quick Launch: You can also initiate a fresh track directly from the top right corner of the Welcome back! main dashboard by clicking the blue Start New Journey button featuring a rocket ship icon.

Startup Launch Journey: Journeys Directory

The Journeys module enables you to track active entrepreneurial roadmaps or launch a new guided path tailored to your business goals.

Managing Journeys

Journeys Start New Journey

Columns ▾

Title ▾	Description	Journey Type ▾	Brand ▾	Created By ▾	Created At ▾
Founder Journey	A comprehensive journey for aspiring entre	Founder	—	Bernadette.F	Apr 7, 2026
Founder Journey	A comprehensive journey for aspiring entre	Founder	—	Bernadette.F	Apr 7, 2026

Rows per page 10 ▾

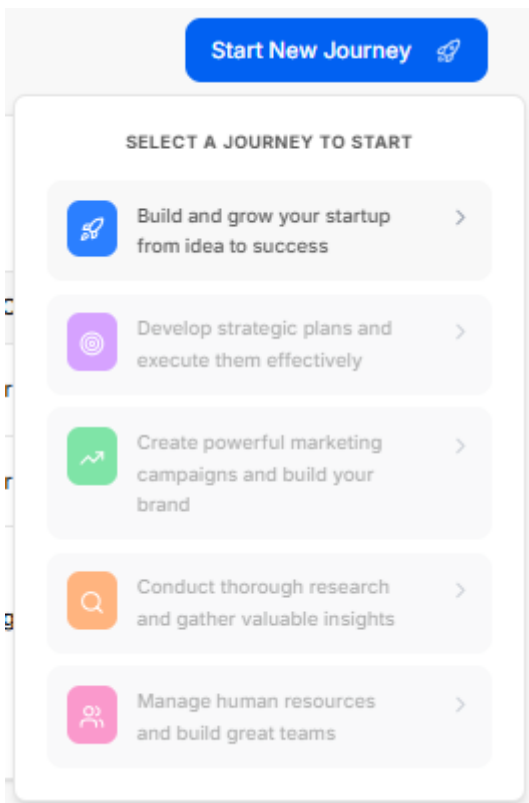
Page 1 of 1

0 of 2 row(s) selected.

When you enter the Journeys module, you are presented with a global directory table of your active tracking environments:

- **Creating a Journey:** Click the blue Start New Journey button at the top right to open the startup selection layout.
- **Searching and Filtering:**
 - Use the Search journeys... text field above the table to filter your active paths by their specific title text.
 - Use the Filter by title... search field next to it to narrow down directory rows by matching exact title terms.
- **Journey Directory Table:** Track active spaces across several parameters:
 - **Title:** The name of the roadmap (e.g., *Founder Journey*).
 - **Description:** A short outline summary detailing the scope of the path.
 - **Journey Type:** Identifies the framework category classification (e.g., *Founder*).
 - **Brand:** Logs any specific internal company asset or brand associated with the tracking environment.
 - **Created By:** Displays the user profile who initiated the roadmap.
 - **Created At:** Tracks the initial date the tracking module was opened.
- **Columns Visibility Tool:** Click the Columns dropdown tool above the table to toggle parameters visible or hidden via checkmarks (Title, Description, Journey_type, Brand, Created_by, Created_at, or Actions).
- **Selection Summary:** A tracking counter at the bottom left logs your selected table rows (e.g., *0 of 2 row(s) selected.*).

Select a Journey Menu



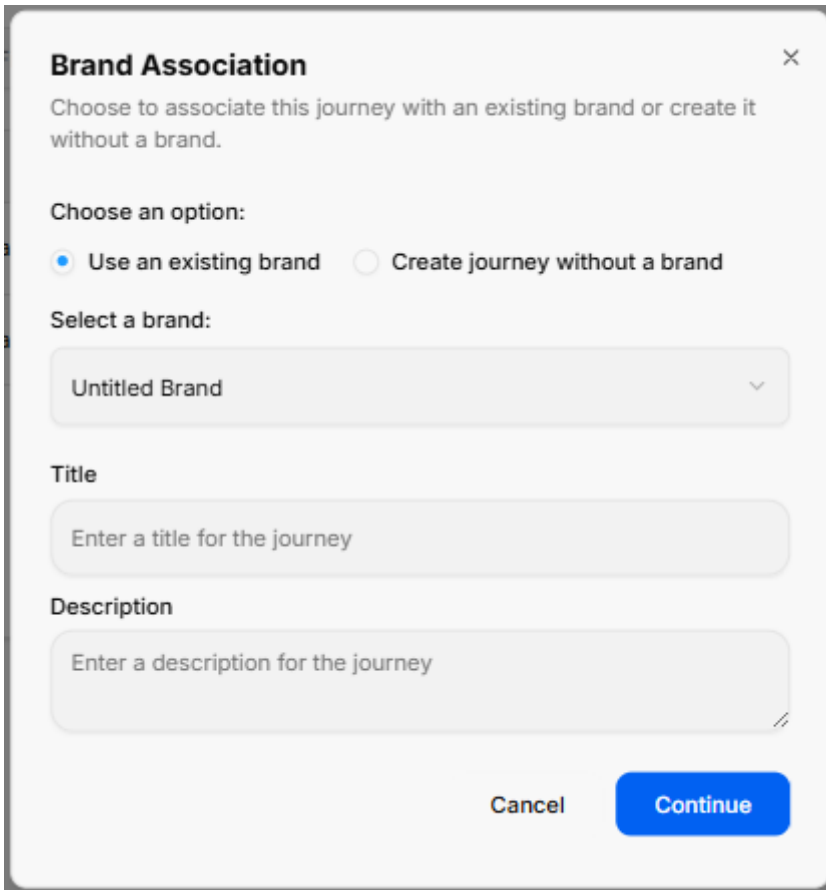
Clicking the Start New Journey button triggers a dropdown menu panel titled SELECT A JOURNEY TO START, prompting you to select from five guided track environments:

- Build and grow your startup from idea to success (Blue Rocket Icon): The active primary track focused on complete end-to-end business execution.
- Develop strategic plans and execute them effectively (Purple Target Icon): A strategic planning track.
- Create powerful marketing campaigns and build your brand (Green Trend Icon): A marketing and brand growth track.
- Conduct thorough research and gather valuable insights (Orange Magnifying Glass Icon): A research and market analysis track.
- Manage human resources and build great teams (Pink Team Icon): An operations and team management framework track.

Brand Association Modal

When you select a track type to start a new journey, a modal window explicitly titled Brand Association appears, prompting you to decide how to link your new journey to a business entity.

Option 1: Use an Existing Brand



Brand Association ×

Choose to associate this journey with an existing brand or create it without a brand.

Choose an option:

Use an existing brand Create journey without a brand

Select a brand:

Untitled Brand ▾

Title

Enter a title for the journey

Description

Enter a description for the journey

Cancel Continue

Selecting the Use an existing brand radio button configures the modal with the following fields:

- Select a brand Dropdown: A selection menu field (e.g., defaulted to Untitled Brand) where you can click to choose from your already established business profiles.
- Title: A text field to input the specific name or title for this new journey setup (Enter a title for the journey).
- Description: A multi-line text block to add descriptive details or goals for this specific roadmap path (Enter a description for the journey).

Option 2: Create Journey Without a Brand

Brand Association ×

Choose to associate this journey with an existing brand or create it without a brand.

Choose an option:

Use an existing brand Create journey without a brand

ⓘ You can create a brand profile during the journey.

Title

Enter a title for the journey

Description

Enter a description for the journey

Cancel Continue

Switching to the Create journey without a brand radio button alters the modal layout by removing the brand selector dropdown and replacing it with an informational alert:

- System Information Banner: A light blue notification box appears with a clear message stating: “You can create a brand profile during the journey.”
- Title: The standard text input field remains to name your journey environment (Enter a title for the journey).
- Description: The multi-line text block remains available to record your initial pathway notes (Enter a description for the journey).

Modal Actions (Both Views)

Regardless of the radio selection, two control items sit at the bottom right corner to finalize the form:

- Cancel: A text link button to abort the journey creation process and return to the main dashboard menu.
- Continue: A solid blue button to save your brand preferences and load into your new journey canvas space.

The Founder Journey Roadmap

The Founder Journey is a structured, interactive roadmap designed to guide entrepreneurs from an initial idea to a full market launch. The journey is divided into seven major operational stages, each containing sequential sub-stages that must be completed to progress.

The Journey Stages Sidebar (Left Panel)

The left sidebar acts as the primary navigation hub. Users can expand each major stage to reveal and access the actionable sub-stages within:

1. Orientation Stage (Current)
2. Discovery Stage
3. Market Research Stage
4. Brand Foundations & Brand Kit Stage
5. Admin and Operations Stage
6. Go-to-Market Stage
7. Finalize and Export Stage

Revision #2

Created 2026-05-04 17:21:43 UTC by Admin

Updated 2026-05-21 12:34:17 UTC by Bernadette F