



User Journey Map

Investment App

Example Company



User Journey Map

We create a user journey map together with our clients to visualize how the customer currently solves the problem. with either

1. the solutions that currently exist in the market OR
2. the client's existing product/service

What is in a User Journey Map:

- **Discovery (Awareness)** - What causes the user to search for a solution? How does the user discover the solution? Where are they looking for the solution (channels)?
- **Learn (Consideration)** - What does the user consider when deciding to purchase? How does the user purchase the solution? How does the user learn to use the solution?
- **Use/Goals** - What does success look like for the user? What does success look like for the company?

Investor

DISCOVER

- Investor Groups
- Angel Networks
- In house events & marketing
- Ads on CNBC, Financial News

LEARN

Website

USE/GOALS

- Doesn't want to outlive money
- Better than average rate of return
- Wants more opportunities in previous verticals
- Wants to be useful to the startup & be involved
- Environmentally conscious investment
- Likes investments that have household names

Entrepreneur

- Service Providers
- From investors/ advisors/community
- Scrapping the web (manual input)

- Get an estimate on how quick they can expect to raise money
- Courses Training
- Get a checklist of what to do

- Wants the least # of shareholders possible
- Does not want to do VC or PE
- IPO or sale in 5-7 years
- Wants to be acquired in 5 years
- Wants investors with experience



Thank you!

