Founders, Ventures, and Wardley Maps

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Co-founder Upekkha

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PRASANNA K

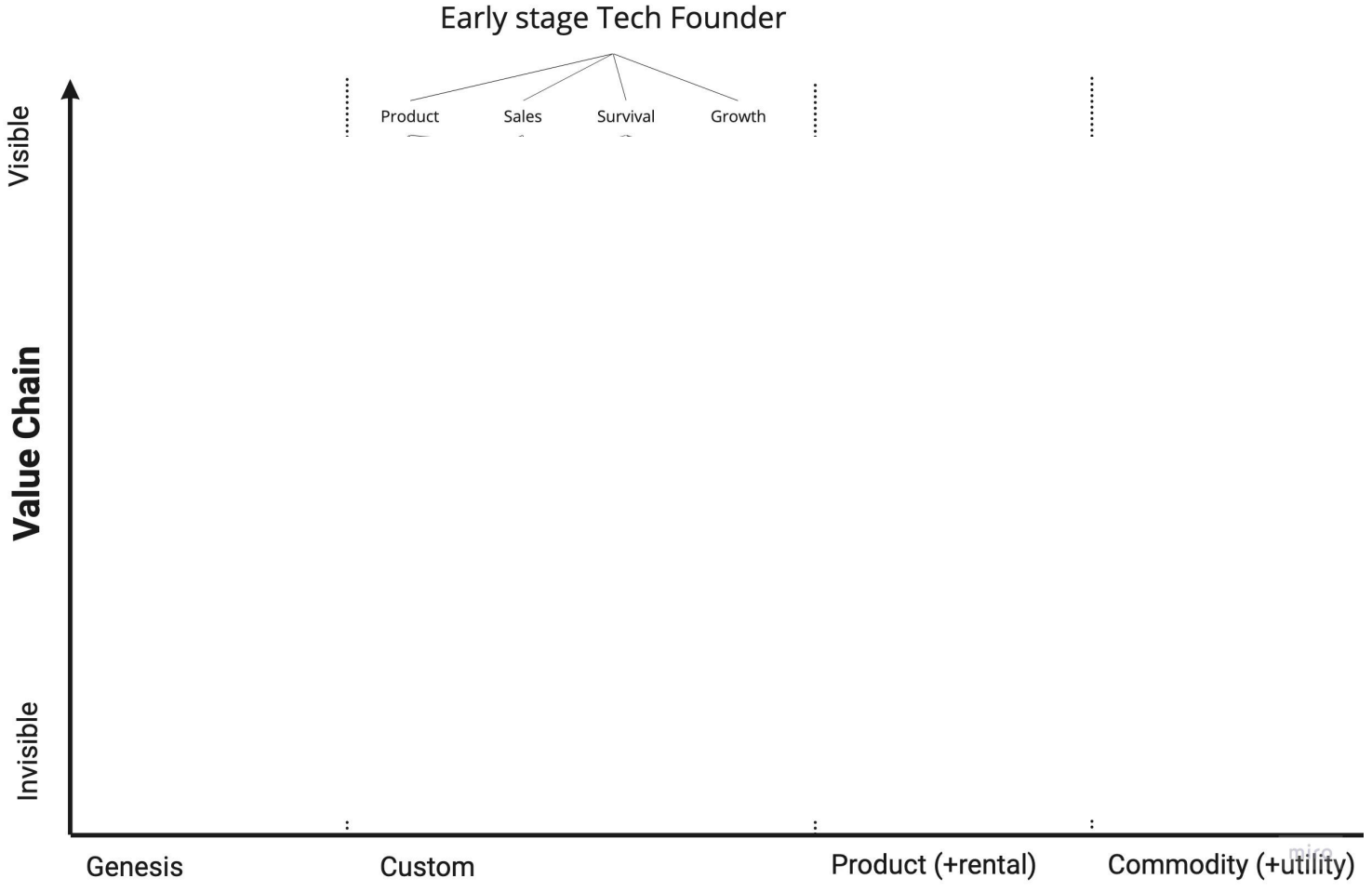
CEO/Partner
BS Detector
Founder Coach

15yrs Industry experience
180+ B2B Startups
3yrs Product/Growth @ Microsoft Accelerator (largest in India)
Prev Prod @ Amazon
2X B2B entrepreneur

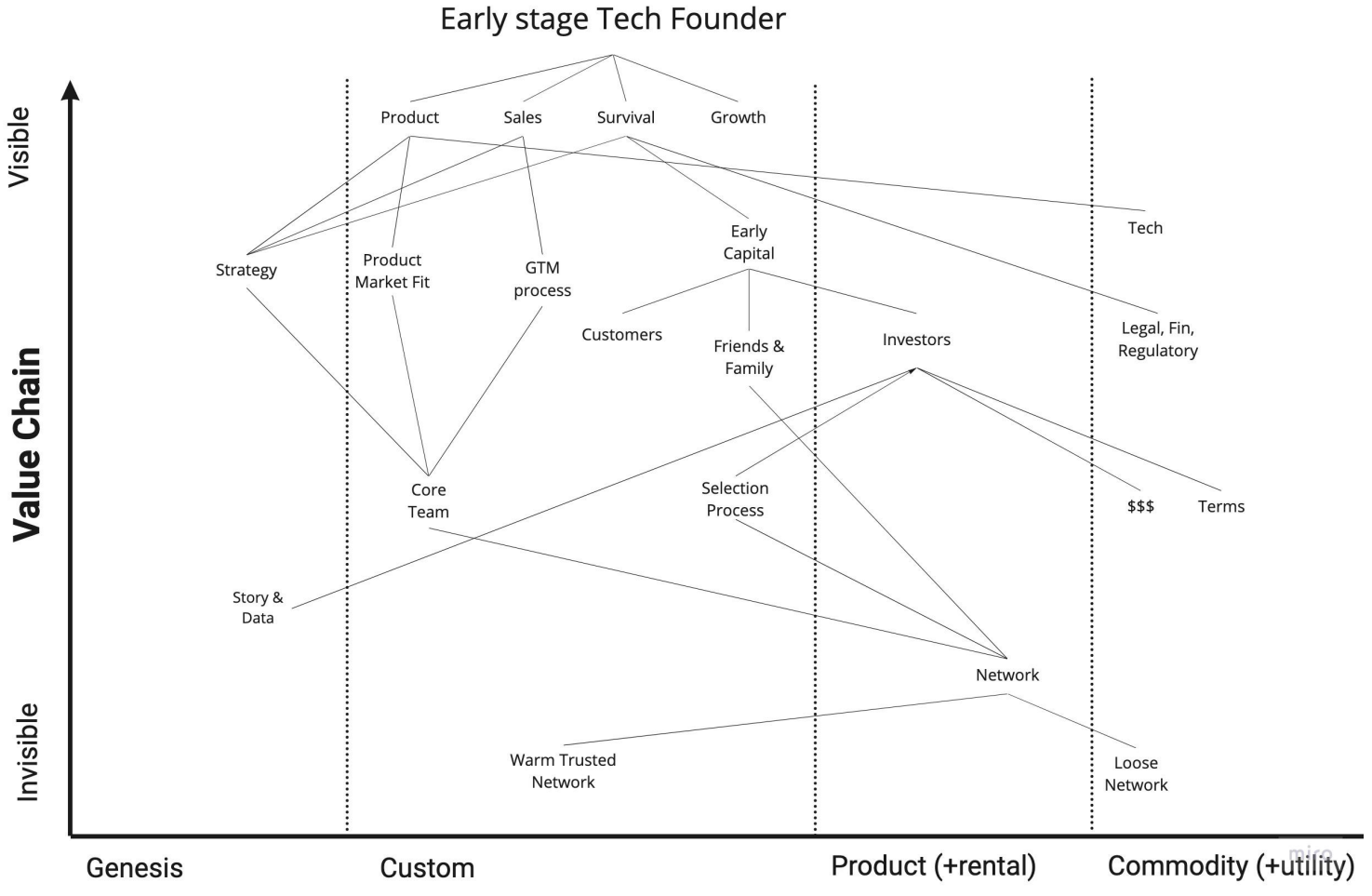
Upekkha Mission

Get 1000 Saas founders to financial success by helping them build Value SaaS business

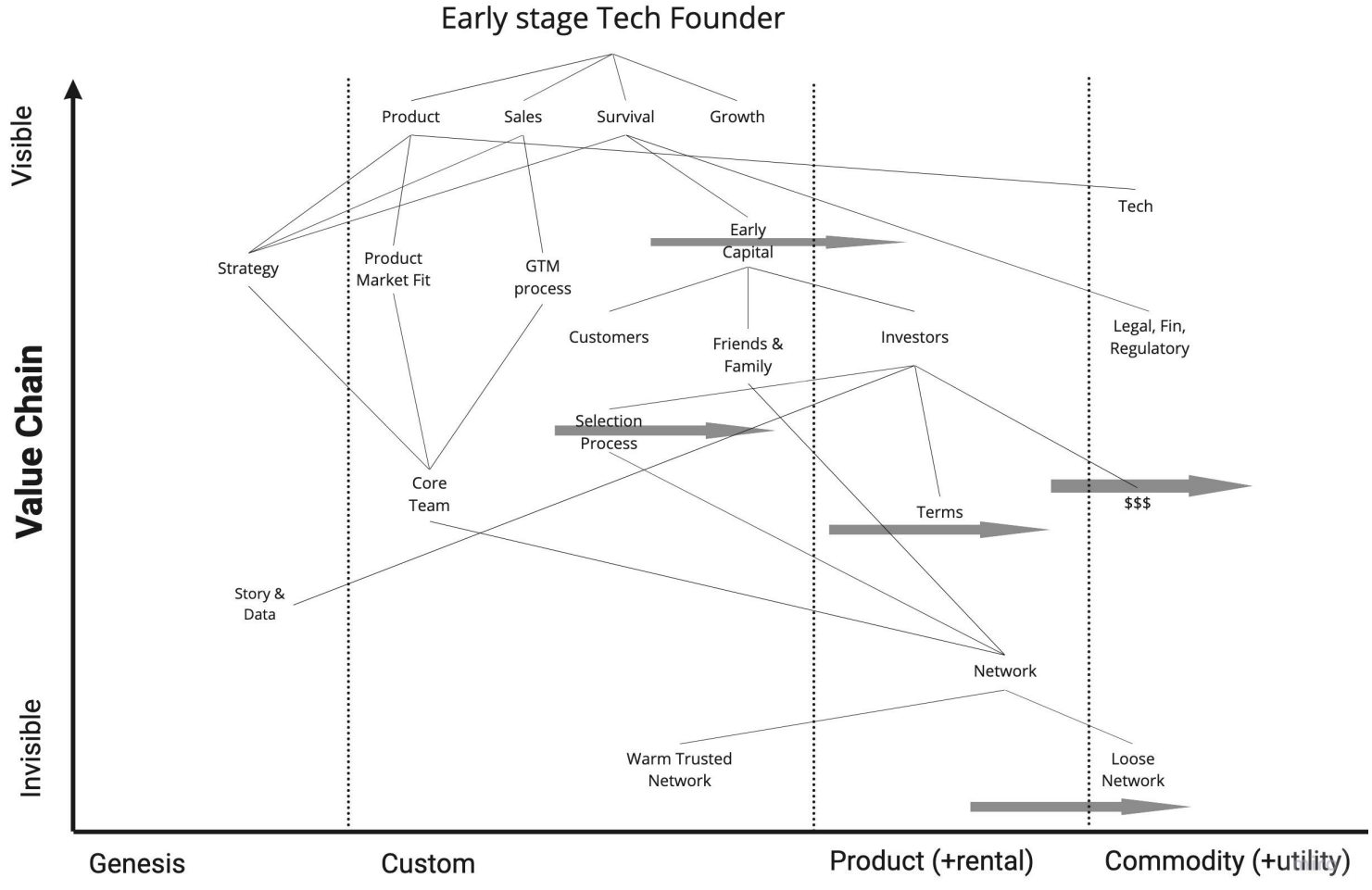
Mapping Founders & Ventures



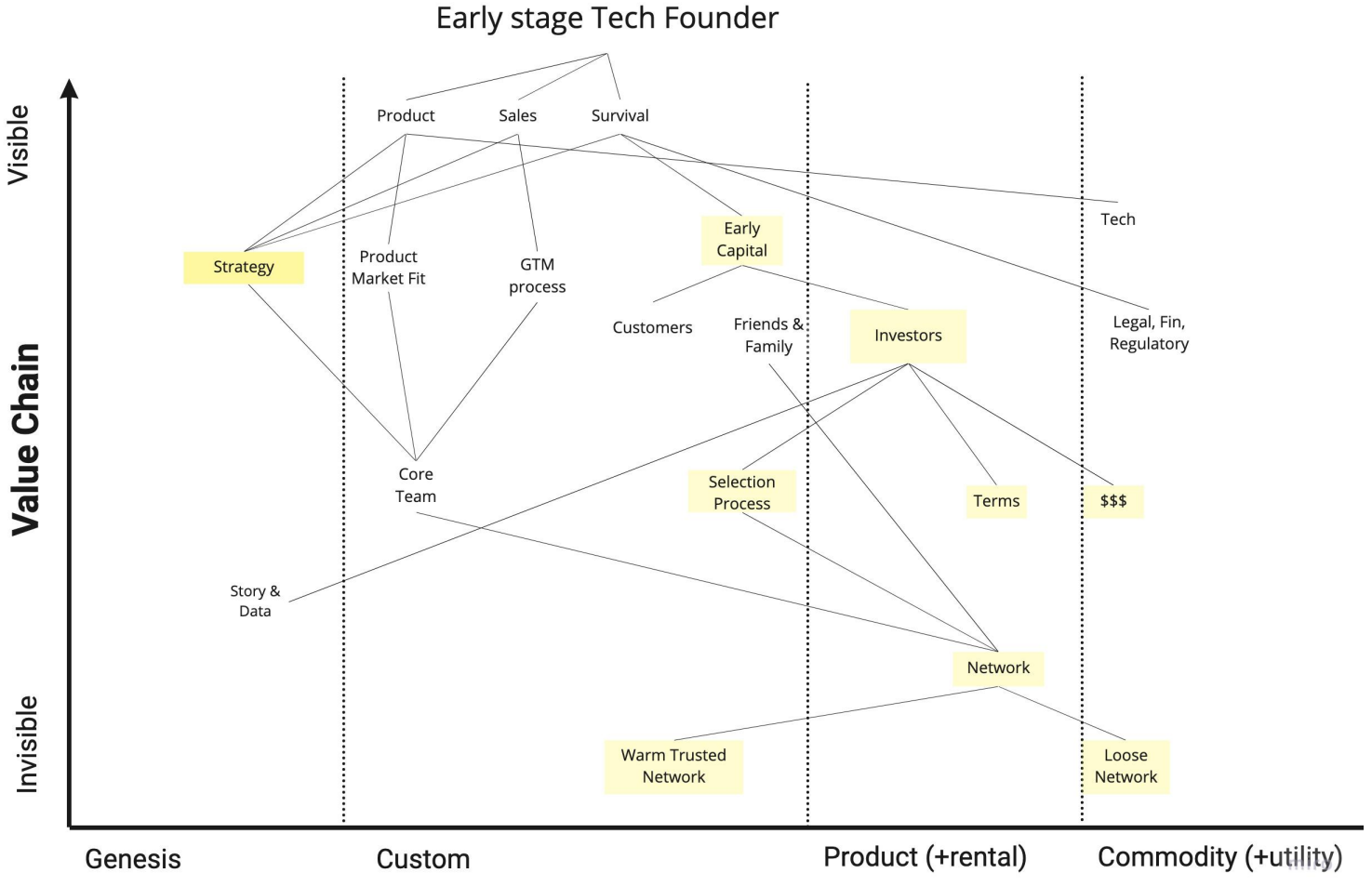
Mapping Founders & Ventures



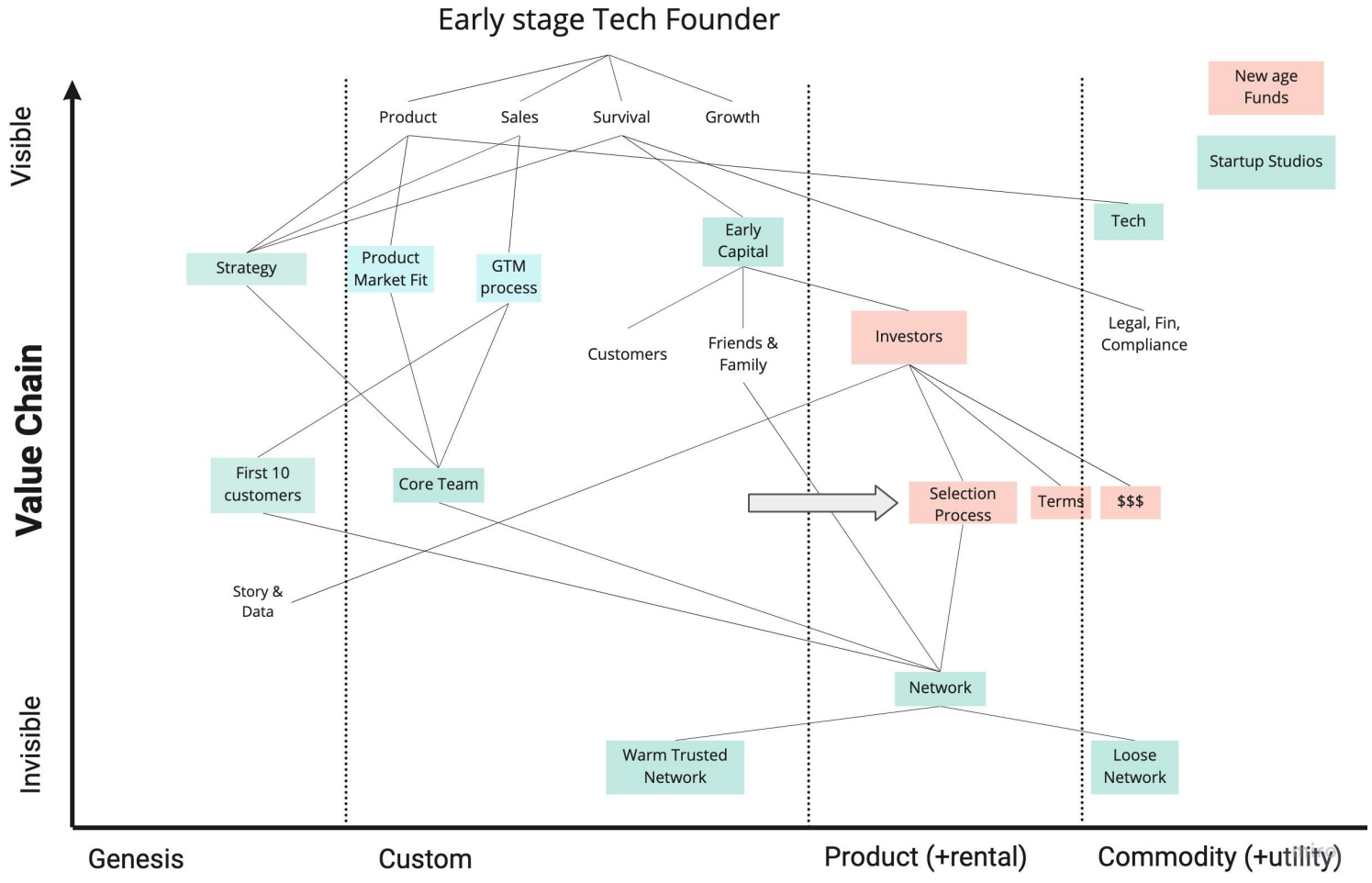
What is evolving?



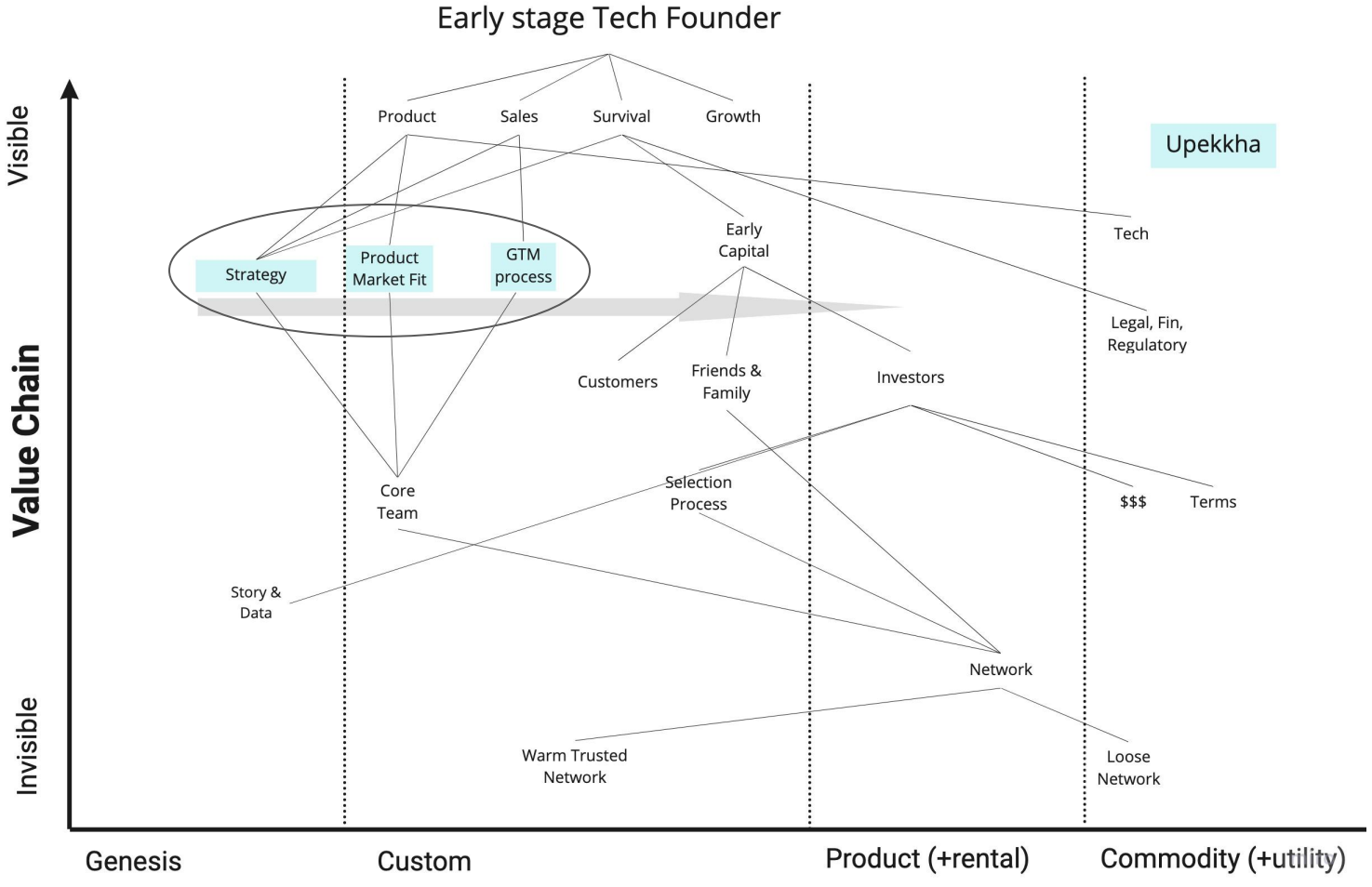
What Institutional Venture Capital provides today



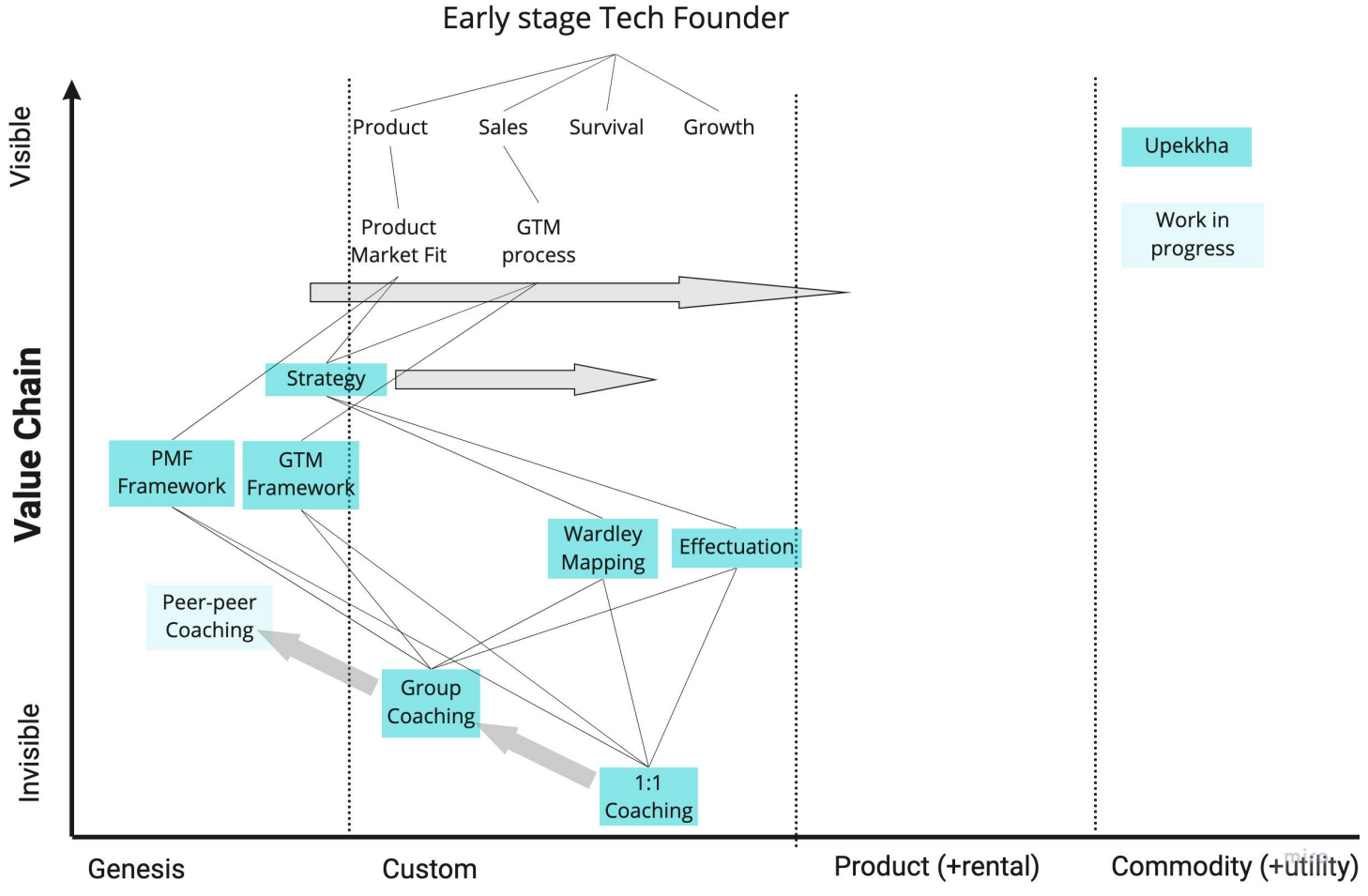
Unbundling & rebundling



Upekkha focus



Upekkha focus - zooming in



Where we are

32 startups in Upekkha - they've made their maps and gained focus & moved closer to customer needs and away from commodity/low-value components

Mindset & focus shift has been recognized by customers & partners outside "***You're doing something different***"

We expect 6/10 early stage startups to cross $1Mn ARR working with us

1st cohort 3 out of 4 startups crossed $1Mn ARR (8X-15X growth in 2yrs)

What we're missing in the map?

Origins - founders have different starting points, and that's not well captured

Mindset & Biases - decision making by different founders is not necessarily the same in the same circumstances

Pivots - When founders change significant parts of product, model, market/map

Optionality - how do founders keep control to make decisions in the future based on future data, as opposed to getting locked into specific pre-determined trajectories (eg convertible round forces seed round in 18-24m)

Thank you!