



Week 12 – Keep Momentum Without the Accelerator

Why This Week Exists

Too many founders binge programmes, tick the “I did it” box, then stall. Momentum is the only real currency in startups. This week, you’ll set a 90-day action plan, lock in accountability, and use AI to keep your execution sharp long after this programme ends.

Your Mission

By the end of this week you’ll:

1. Have a 90-day roadmap with clear milestones.
2. Set up AI routines that keep you on track.
3. Lock in at least one accountability loop (peer, mentor, or community).

Step-by-Step

1. Build Your 90-Day Roadmap

AI Prompt:

“You are an execution coach. Based on my current traction, create a 90-day roadmap with 3 major goals and monthly milestones. Keep it realistic but ambitious.”

2. Automate Your Progress Tracking

AI Prompt:

“You are a productivity assistant. Build me a weekly review template I can use in Notion/Google Docs. Include sections for wins, blockers, metrics, and next steps. Keep it short enough to do in 10 minutes.”

3. Lock in Accountability

AI Prompt:

“You are a founder accountability coach. Suggest 3 lightweight accountability structures I can use to stay consistent (e.g., weekly peer check-ins, monthly investor updates, daily AI prompts).”



Pro Tips from the Trenches

- Write updates even when things suck — investors and mentors respect honesty.
- Momentum compounds. One win leads to another.
- Your calendar = your strategy. If it's not scheduled, it won't happen.

Your Deliverables This Week

- 90-day roadmap (3 goals, milestones mapped).
- Weekly review template ready to run.
- Accountability plan (who/what keeps you honest).

Why This Matters

The founders who keep moving after the programme ends are the ones who win. It's not about hype. It's about consistency, execution, and showing up again and again until investors can't ignore you.