

FLOWBIZZ GAMIFICATION

How to make an impact on the world while using fun as a
key factor.

FlowBizz

IDENTIFYING THE PROBLEM

Starting a business is perceived as chaotic and fragmented

There is no clear, guided roadmap

Users are often unsure what their next step should be

The product must provide structure, guidance, and continuity

The experience must support ongoing progress



FROM CHAOS TO GUIDED PROGRESS

CLARITY

Users must always know the
next actionable step
The system should remove
ambiguity at every stage

CONTINUITY

The experience must support
a long, multi-step process
Users need to feel ongoing
progress, not isolated tasks

GUIDANCE

Direction should be
embedded in flow itself
The product leads the user
forward at every step

EXISTING GAMIFICATION LAYER

Clear structured journey

A linear roadmap of six stages from business idea to first customer

Breakdown into sub-steps

Seventeen sub-steps that turn the process into manageable actions

Layered progress tracking

Quantitative progress indicators across stages, sub-steps and rank

1

Progressive unlocking
Stages open gradually based on user progress, creating a clear path

2

Ranks and badges system
User progression through levels and short-term achievement goals

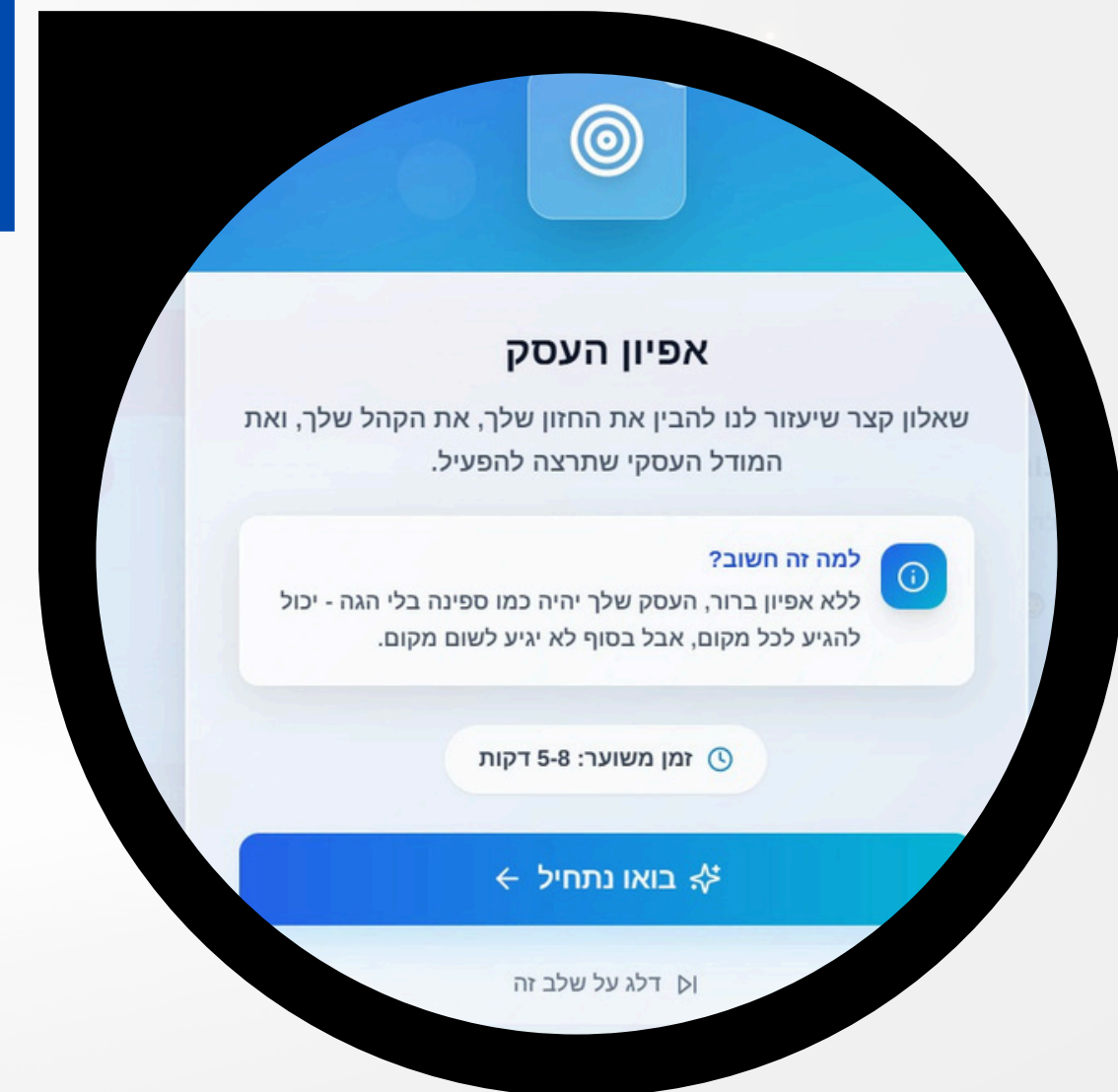
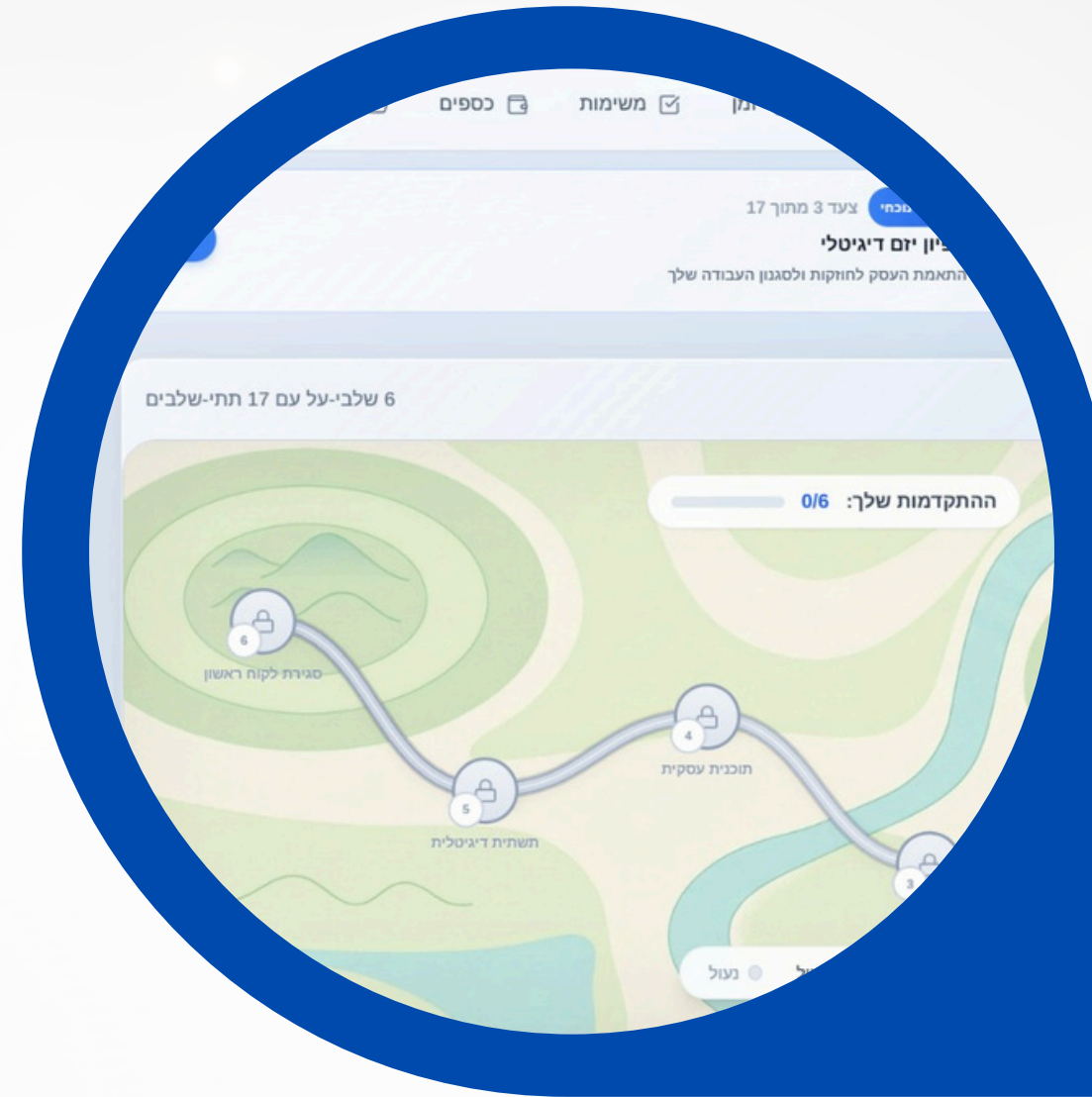
3

Visual journey representation
A map-based interface that shows movement and progress over time

WHAT WE DO NOT CHANGE

The existing roadmap remains intact, including the six-stage structure and the overall business logic that guides the user from idea to first customer. The current gamification layer also stays in place, with progress tracking, levels, and badges continuing to function as they do today, without adding new metrics or additional layers of complexity.

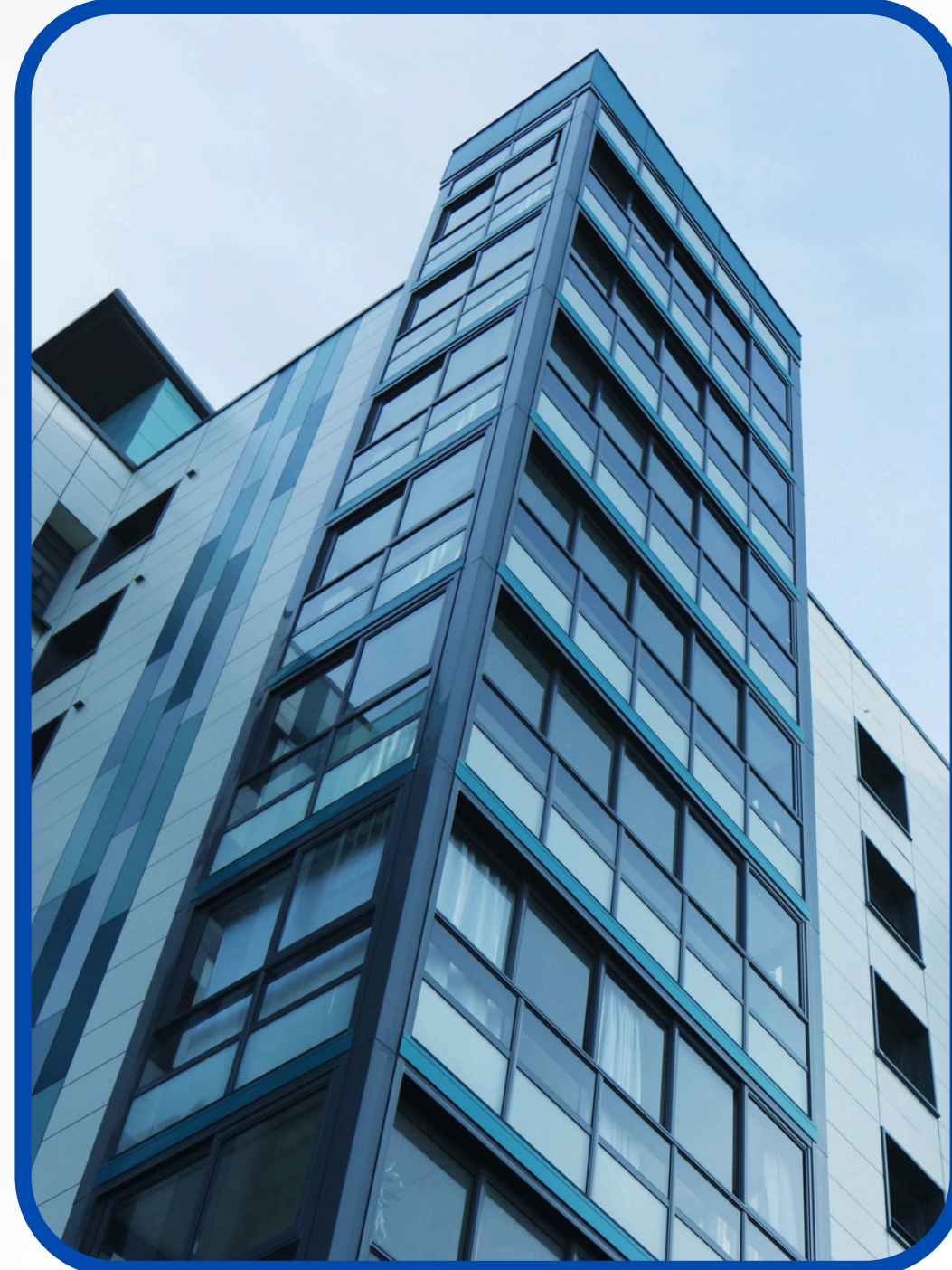
The core simplicity of the product is preserved. The interface remains clean and easy to use, and any new elements are introduced as a layer on top of the current experience, rather than changing the underlying structure.



DESIGN PRINCIPLE

We are not adding features, we are shaping the experience of progress. The existing roadmap already defines what users need to do. The goal is to translate that structure into a guided, continuous experience that feels clear, achievable, and manageable.

This means defining clear completion boundaries, creating natural checkpoints, and connecting in-app actions with real-world progress. The system supports users in moving forward step by step, without increasing complexity or adding cognitive load.



GUIDED PRESENCE **MENTOR AVATAR**

A consistent, non-cartoon visual guide accompanies the user across the journey, signaling the next step and keeping direction clear. Its role is to provide concise, contextual guidance at key moments, without adding noise or overwhelming the interface.



The guide maintains a professional, calm tone and appears only when it adds value

Introducing stages, clarifying what “done” means, and supporting the user through transition

The experience feels supported but remains simple and focused.



CLEAR CHECKPOINTS

CHAPTER STRUCTURE

The roadmap is grouped into clear chapters that reflect real business milestones, not just tasks.

Each chapter ends with a short review and confirmation that reinforces progress and keeps the user on track.

1

Chapters bundle related actions into one focused milestone

2

End-of-chapter confirmation prevents skipped steps and refreshes memory

3

Each completed chapter becomes a visible achievement marker

סיימת. בוא נסגור זה נכון

הכול בוצע כמו שצריך?

סיכום הפרק

- ✓ אפיון ההזון
- ✓ ✓ דיהוו קהל ועד
- ✓ ✓ הבת המודל העסקי
- ✓ ✓ בדיקת מתהרים
- ✓ ✓ גיבוש אסטרטגיה

✓ אישרתי שהכול בבע

הזכרון עניך. אבל לחתקדם צריך לאשר.

באשר תוממשרה/ לשלב הבא

חזרה/ לערך <



The user is led through clear checkpoints across 6 stages and 17 tasks
Each step has a defined action, expected output, and progress visibility

1

A consistent professional mentor provides guidance, corrections, and reminders
Appears only when needed to maintain trust and reduce noise

2

At the end of each chapter the user confirms real world execution
This creates alignment between the digital journey and actual business progress

3

THE SYSTEM

HOW IT ALL FLOWS

The system creates a continuous loop between action, feedback, and real-world validation.

This alignment ensures users not only move forward inside the product, but actually progress in their business



FEEDBACK AND MOTIVATION LOOP

The system combines clear functional feedback with positive reinforcement to sustain momentum.

Every action is acknowledged, and every milestone is celebrated without breaking trust or professionalism.

**SMALL WINS
ADDS
76% MORE
MOTIVATION**

Positive reinforcement is delivered through subtle celebration and progress signals

*according to Amabile & Kramer
(Harvard Business Review, 2011)

**FEEDBACK
INCREASES
OUTPUT BY
23%**

Immediate functional feedback explains what is missing or what was completed

*according to Kluger & DeNisi

Users act more consistently by always knowing the next step

1

Drop-offs decrease because large tasks are broken into clear checkpoints

2

Users maintain momentum through continuous progress and feedback

3

BEHAVIORAL OUTCOMES

The system is designed to change how users move through the process, not just how the interface looks.

It supports consistent action, reduces drop-off points, and maintains momentum across long workflows.



COMMUNITY DRIVEN **GROWTH**

The product grows through the existing networks of business owners. Users invite peers who are at a similar stage and can benefit from the same structured journey, creating a natural, trust-based onboarding channel.



Invite peers and unlock recognition within the system

Build small cohorts that progress through the journey together

Strengthen engagement through shared milestones and peer recommendations



EXPECTED IMPACT

MOTIVATION PERFORMANCE COMPLETION

Visible progress increases motivation and daily engagement (Amabile & Kramer – Progress Principle)

Immediate feedback improves performance and continuation rates (Kluger & DeNisi – Feedback Meta-analysis)

Clear goals and structured milestones increase completion likelihood in multi-step tasks (goal-gradient and goal-setting research)

SUMMARY

FlowBizz already provides a strong structured roadmap for building a business.

We are focusing on 4 additional points that you might add:

- Visual mentor
- Checkpoints
- Feedbacks
- Community invites

By adding those features, we believe that the number of users and their sustainability will increase significantly





THANK YOU



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