

## 1. You

- You have a unique set of characteristics, personality, identity, logic, filters of perception, the way you see the world
- What are your values?
- What do you want to put out to the world?
- What is your intention?
- Why do you want to do it?
- What needs are driving it?
- What are your values in regards to the business?
- How would your exit strategy look like?

## 2. Your vehicle

- Admin and Legal structure
- Organisational questions
- How are you going to move forward?
- How intellectual property will be created and protected?
- Where will your business be located?
- What is your business model?
- Are you going to have partnerships?
- What is the general industry outlook for your type of business?

## 3. Staffing and HR

- Who will manage the business?
- What qualifications do you have?
- How many employees will you need?
- How will you structure your organization?
- What are your plans for employee salaries, wages and benefits?
- What consultants or specialists will you need?
- What are your internal communication processes?

## 4. Sales and Marketing

- Who is your ideal customer?
- What is your product / service? What are you delivering?
- How will you market?
- What is your message?
- What is your sales process?
- What perceived image or position will your company / service / product have in the minds of customers?
- Is there any cyclicity in sales?
- External communication processes are identified here

## 5. Finances

- Financial planning and projections
- What are your costs?
- Do you need to borrow funds?
- What is your cash flow forecast?
- How much money can you afford to risk?
- What will your personal monthly financial needs be?
- What sales volume will you need in order to make a profit during the first three years?
- What will be the break-even point?
- What are your total financial needs?



## 6. Production / Delivery

- What are the top 3 problems you solve for your customer?
- What is the most profitable thing you sell?
- What are your production needs?
- What activities are required to produce your product or service?
- Do you need a backup of suppliers and subcontractors?
- How are you going to deliver the product or service?

## 7. Quality Control / Assessment

- How do you check that they receive what you deliver?
- What is your check-in process?
- What are your quality control systems?
- What are your risk management procedures?
- How do you measure your success?
- Document workflow and procedures

## 8. Feedback, PR, Customer Service

- What the process after the sale?
- Do you have a maintenance program?
- How do you get referrals?
- What do you need to have in place to maintain this relationship?
- Is there a system for customer feedback so customer satisfaction can be tracked and addressed?