

ORGANIZATION NAME:		DATE:	
Define the PROBLEM you are solving		ELEVATOR PITCH 1: To PROSPECTIVE buyer (3 sentences)	
Your SOLUTION to the problem – why do we exist		WHAT DO WE DO? (ELEVATOR PITCH 2 – networking pitch)	
3 DIFFERENTIATORS – how we're different		MARKETING STRATEGIES – How does the world know about us?	
Who do we serve? (Market size, demo/psychographics)		CHANNELS to sell through – How the world gets our stuff	
Describe the individual BUYER (Avatar/Persona)		COSTS of acquisition, production, operations – Rough Budget	
Market or Industry TRENDS		ROI – How do we measure success?	

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10-YEAR VISION (BHAG™)		MISSION / PURPOSE	
3-YEAR FOUNDATIONAL PILLARS		CORE VALUES	
This year Q1	This year Q2	Project 1 and outcomes	OWNER
			COST
This year Q3	This year Q4	Project 2 and outcomes	OWNER
			COST
MUST DO'S THIS MONTH – What is most important right now?		Project 3 and outcomes	OWNER
			COST
		Project 4 and outcomes	OWNER
			COST