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**Assignment 1 | Beginning With The End In Mind**

Overview: A wide variety of factors affect the success of any entrepreneurial journey. The goal of this assignment is to help entrepreneurs understand and communicate the nature of their entrepreneurial journeys and begin identifying what resources they need to increase their chances for success.

Deliverable: To complete this assignment, submit a summary of your entrepreneurial mission. Consider using the following template:

**Part 1: Your Entrepreneurial Mission**

Overview: Provide a brief summary of your entrepreneurial mission.

* What experience will you provide customers and how will you create a financially sustainable enterprise around delivering that experience?

Purpose: Explain the purpose of your entrepreneurial mission.

* What is the change your entrepreneurial mission will make in the world?
* How important is this purpose to you? Why?

**Part 2: Your Entrepreneurial Ecosystem**

* Entrepreneurial Talent:
  + What is your prior experience relevant to the entrepreneurial mission you are working on now?
  + What other entrepreneurial talent or team members, if any, are you looking to connect to? What steps are you taking to connect to them?
* Knowledge Networks:
  + What types of knowledge and expertise are you looking for? (for example, healthcare expertise, marketing expertise, etc...) What steps are you taking to connect to them?
* Market Networks:
  + What industry are you launching your entrepreneurial mission in? Who are your potential customers, consumers, and users (if applicable)? What steps are you taking to connect to them?
* Financing Networks:
  + Are you trying to raise money?
  + If you are trying to raise money, how much are you looking for and what type of financing options are you considering?

**Part 3: Your Milestones**

Short and Long-Term Goals

* What are you looking to get from PreFlight? What would make you consider your time in the program successful?
* If you aren’t already committed full-time to your startup concept, what would it take for you to decide to pursue it full-time?
* What would make you consider your entrepreneurial mission a success?