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| --- | --- | --- | --- | --- | --- | --- |
| **Finding Purpose**  People +Passion =Purpose  Pain | **Website**  **Weebly.com** | | **Company Overview**  What are the most unique attributes of the company?  What are your objectives? | **Market Opportunity**  What is on the horizon for your industry?  What trends do you see? | | **Management Plan Overview**  What is your approach to managing this business? |
| **Getting Legal** | **Business Bank Account** | | **Products**  What products do you provide? | **Market Slice**  Who are your existing and/or potential customers? | | **Key Personnel**  What key job roles are needed to manage your company? |
| **Square**  **Squareup.com** | | **Target Market Slice Strategy**  What are the needs of your existing and/or potential customers? And how will you satisfy them? | |
| **Services**  What services are you offering? | **Key Partners**  What key partners will you align to provide a better product and/or service? |
| **Revenue Generating (Monthly)**  How many products and/or service units will you sell? | | **Operating Expenses (Monthly)**  What monthly expenses do you incur each month (i.e., lease, payroll, marketing, etc.? | | | **Net Cashflow (Monthly)**  How much cash will you receive as profit from this venture each month? | |