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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? |