

## Business Plan Checklist

- ☑ What business are you in?
  - (Hint 1: The answer does not include a product name, product type, etc)
  - (Hint 2: It has to do something, maybe everything, with solving a customer's problem)
  
- ☑ What problem are you trying to solve?
  - In your business?
  - In your customers' business?
  - Why?
  
- ☑ What is your business model - how do you make money?
  - What segments are you targeting?
  - Why?
  
- ☑ What is your customers' next best alternative to you? Why?
  - On what points will you compete and win?
  
- ☑ What value do you bring over and above the next best alternative?
  - Define both qualitatively and quantitatively?
  - Do this analysis from your perspective and your customers'.
  
- ☑ What about your "story" is compelling?
  
- ☑ What does each of your functional areas (line operations) need to do so you can deliver the desired value?
  
- ☑ What price position must you have?
  - What are the results if you miss it?
  
- ☑ What cost position must you have?
  - What happens if you miss it?