"Don't worry about failure; you only have to be right once." -- Drew Houston, co-founder and CEO of Dropbox

Rusty Greiff, Entrepreneur and Impact Investor
OK, so you have an IDEA!

IDEA

PASSION & GRIT

PLAN

?
What’s a Business Plan?

START

TEST

TOOL FOR COLLABORATION

COMPASS (ROADMAP)

ALIVE
The tough questions.

- **What do you do?**
  - What business are you in?
  - What is your problem? And how are you going to solve it?

- **What is your vision?**
  - What do they value? What makes them happy?

- **Who is your customer?**
  - What are the aspirations, values and mission for your business (that shape decisions/choices in your business)?

- **What is your target market?**
  - Or sub-markets?

- **What are your products?**
  - Or services? How are your products/services different?

- **What are your competitors?**
  - And how do you differentiation yourself from competitors?

- **What resources are needed?**
  - Money, People, Assets...for success?

- **How do you measure success?**
  - What are the metrics? Milestones? Timelines?
Pay it forward.

PARTNER

PEOPLE

KNOWLEDGE

TIMING

START

BELIEVE
Resources to get you there.

Free Resources/Links and Guides
https://growthsupply.com/free/business/
https://startupstash.com/

Associations and Groups for Entrepreneurs
https://www.score.org/resource/list-startup-resources

Step-by-Step Guide for Entrepreneurs

Business Plans and Pitch Decks
https://piktochart.com/blog/startup-pitch-decks-what-you-can-learn/