SMART TRIBES®

SmartTribes®
INSTITUTE
fuel your tribe

LEADERSHIP PLAYBOOK

Knowing What You Want And How To Get There Kit

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Business Summary Worksheet

Congratulations on making the investment in your business growth by joining us at Smart Tribes Institute. Buckle your seat belt for our *fast forward* approach to business building! With your participation and our guidance, there is nothing we cannot accomplish together. Remember Information + Implementation = Transformation.

Your Name:_____

Address:_____

City/State/Zip:_____

Company Name:_____

Email Address: _____ Phone Number: _____

This form explains the essence of your business. You will need to refer to this form often as you refine and execute the definition and mission of your business as well as when you pitch to financiers, advisory board members, executives, and strategic partners. You will update it over time, so don't worry about perfection… it is a work in progress.

Get started on the next page…

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Company Overview: (A few sentences describing your company's *Purpose*)

Pain: (The specific market pain you seek to *reduce* and *remove*)

Solution: (Your *solution* to the market pain, plus high-level description of how you would *implement* it)

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Company Info: (Location, Year Founded, # of Employees, Short bios of Key Team Members (On staff and board of directors/advisory board if applicable)

Financial Info: (Funding history, Total investment sought, Source of Investment: Venture Capital/Angel Investors/Loans/Grants/etc., Anticipated Use of Funds, Last Fiscal Year Revenue, Five-year Revenue Forecast, Monthly Burn Rate, Projected Future Cash Flow)

Product: (A short paragraph explaining the status of your product/service: Complete and In Production, In Early Trials, etc. Include your Product Path here—What Products you offer first, then second, then third, as well as if you have different target markets or vertical marketsin which you will be offering products or services.)

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Defensibility: (How your Intellectual Property or Market Position will be protected from Competitors, and How you will Mitigate Risk for Financiers, Team members, and Shareholders in general)

Competition: (Current and Projected)

Business Model: (How you will make money and grow your business; Include High Level Sales and Marketing Strategy here- such as Direct or Indirect Sales, Current/Planned Alliances, and Unique Approaches to grow revenue. By considering all the angles, you could end up discovering secondary and tertiary revenue streams that you've given cursory thought to. Don't hold back!)

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Key Milestones: (Deals/Achievements that are accelerating/will accelerate your company's growth; Be specific in stating the stage in which these deals/achievements currently reside)

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Conditions of Fulfillment Worksheet

Answer each question thoughtfully and honestly. There is no right answer, but the underlined items will add complexity to your business, and thus, your life. There is nothing wrong with this. The goal here is simply to *intentionally* design your business.

Vision

How many hours do you want to work each week?

Team

Do you want a business you could run alone or one that requires the help of others?

Do you want employees or contractors?

How many direct reports are you willing to have?

Money

Do you want to self-fund your business or seek outside financing?

What monthly revenue do you require your company to achieve?

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What do you want to pay yourself monthly?

Products

Do you want to offer products, services or both?

If products, digital or physical?

If services, will you “productize” them to make them service-provider independent (to not require a team member to personally deliver the service)?

Sales and Marketing

Do you want to sell direct to clients and/or to add sales channels (such as affiliates, joint venture partners, value-added resellers, strategic alliances and retail/web channels)?

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Operations and Systems

Will you document and follow standard operating procedures and best practices or shoot from the hip?

What tasks do you want to do? Are you willing to do? Must you delegate to remain sane?

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End Game Worksheet

Take a moment now and envision your company's future; your desired End Game.

Then answer the following questions.

When do you want your vision's End Game actualized? (I recommend in 3-5 years.)

_____

_____

_____

Do you want a lifestyle business, one that you will be involved with for the foreseeable future, or do you want to build up your current business and sell it?

_____

_____

_____

If you want a lifestyle business, what is the reliable amount of revenue you want to generate each year? Within how many years do you want to realize this goal?

_____

_____

_____

If you want to build to sell, what financial amount do you want to sell it for?

_____

_____

_____

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To whom might you sell it--what type of company do you sell to? Name some names of industries too.

Why do they buy your company? What do they get, specifically, from buying your company? Perhaps a huge database of repeat clients? A diverse product line? A well-known and powerful brand? What are the assets the acquirer is gaining?

How does it feel to achieve this vision?

How do you and your loved ones benefit?

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How are celebrating the success of this vision? Can you now afford things you couldn't before? A waterfront home in a gorgeous location? Providing an exceptional education for your kids? Taking your partner or spouse on exotic vacations? Making a large donation to a non-profit that inspires you?

Now… what hurdles might stop you from achieving this vision, this glorious End Game?

What strategies can you implement now to prevent blow through, jump over, walk around these hurdles?

You are getting closer to your End Game each and every day!

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