

**Why?** Why do you want to be in business? Why do you want to start a business?

**What?** What are your core values? What do you stand for? What is your company so passionate about that you are willing to lose money over it for a period of time? What inspires you? **Your values are:**

**Why?** Why will your organization exist? **Your mission is:**

**Who?** Who are you trying to serve? Who is your ideal market? Who are the other markets? **Your market is:**

**What?** What can you offer that's different? **Your brand is:**

**Where?** Where do you want to be 1 year from now?

3 years from now?

5 years from now?

What's your vision for the future of the company? If you were to draw a picture of your vision what would it look like? **Your vision is:**

**How?** How will you accomplish your vision? **Your goals are:**

**What?** What resources will you need? **Your budget is:**

**When?** Your plan is:

Short-term

Mid-term

Long-term

**How?** How will you track performance against your plan?