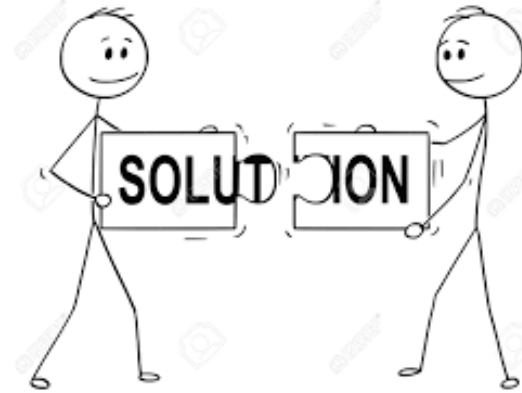


What is your WHY?



Describe your customer.



Why is your solution different?



What obstacles are coming?  
Obstacle = Opportunity.

# Entrepreneur's Business Plan Hack



Review your actions fortnightly.

$$\begin{aligned} &\text{Results} \\ &= \\ &\text{Intention} \\ &\times \\ &\text{Attention} \end{aligned}$$

Action your plan.



What does success mean for your customer – your team?