

Business Name:

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Our vision: What is it you are looking to achieve or change in your industry?

Target Market:

Who are your customers? Can you define your market and measure it reliably?

Key Milestones and Goals:

Identify key goals you would like to achieve, e.g. monthly revenue amounts, number of patients to reach, etc. The end goal:

Smaller goals along the way:

Budget:

Estimate the rough income/outcome per quarter:

Competitors:

Who else wants your customers? What are your competitors doing? What are their main strengths and weaknesses?

The Team:

Who do you need to hire? What roles do you need on your team?

Next steps:

Write down 5-10 next steps to help you meet your goals.

- 1)
- 2)
- 3)
- 4)
- 5)