

# Square Business Plan

Company Name: \_\_\_\_\_

Mission Statement:	USP:

Business Metric:	Launch Strategy:
Metric #1:	#1:
Metric #2:	#2:
Metric #3:	#3:

## **Mission Statement:**

Why does your business exist?

Why do you inspire others?

Write one or two sentences that brings together those two ideas. (Be Specific! See if you can add numbers in there!)

## **Unique Selling Proposition:**

What makes your business stand apart from all others?

For more information on this, read *Blue Ocean Strategy* by W. Chan Kim

Start to narrow them down and figure out how you would like to actually measure them.

(Daily? Weekly?) I'd also suggest finding someone to keep you accountable on this! It's too easy to ignore keeping this data!

### **Launch/Entrance Strategy:**

Depending on your industry, there is probably already a wealth of information available on the web on what you should do to market and sell. Start to gather this information.

Give yourself a time frame (something like one week depending on how much time you spend) to do all of the research you can, and to start to frame your plan. Here are a few questions you can ask yourself:

How much money do I have to spend on this launch?

What have my competitors done well (or not well)?

Who can I talk to that would know first hand about this?

### **Exit Strategy (Optional)**

If you are creating a great business, and exiting is important to you, make sure it's something you have already thought about before. You want to build it and have the systems in place so you can sell it.