

# ForImpact

## ENTREPRENEURIAL SPIRIT

### MASTER CHECKLIST

- 1. Answer Entrepreneur's 3 BIG QUESTIONS.**  
(*'WHY'* are you in Business? *'WHAT'* Business are you in?  
*'HOW'* do you make money?)
- 2. Embrace the ENTREPRENEUR'S MANTRA.**  
(Think *BIG*. Build *SIMPLE*. Act *NOW*.)
- 3. Embrace the ENTREPRENEUR'S MODEL.**  
(M.I.T. / P.S.E)
- 4. Simplify your MESSAGE.**  
(Your *VISION*. Your *PURPOSE*. On a *NAPKIN*.)
- 5. Create POWERFUL STORIES.**  
(*YOUR* story. The *MARKET* story. The *SOLUTION* story.)
- 6. Develop your BUSINESS MODEL.**  
(*NOT* a 'Business Plan'. Visual & Visceral.)
- 7. Do the MATH.**  
(Revenue/Expenses. Use of Funds. Scale & Grow Numbers.)
- 8. Create an ENGAGEMENT TOOL.**  
(*NOT* a PowerPoint presentation.)
- 9. Define the IDEAL (INVESTOR) PROFILE.**  
(Angels. Champions. Partners.)
- 10. JUST ASK!!!**  
(Just Ask. Just Ask. Just Ask.)