

SOCIAL ENTREPRENEUR'S MASTER CHECKLIST

1. Answer Entrepreneur's 3 BIG QUESTIONS.

(*'WHY'* are we in Business? *'WHAT'* Business are we in?
'HOW' do we 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) Market (Problem). Idea (Solution). Team (Execution).

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.)

*** BONUS:**
LIVE what you LOVE!