



Start-Up Mise En Place Seven Questions

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1. What are you serving?



► How is it unique?



► Need versus Want



► Want



2. Who are you serving ?

► Is it B2B, B2C, or both?



► Demographics- Go to Market Strategy.



Who are you serving ?

► How are they currently being served ?



► Who is your competition - direct and indirect?



3. How often will you serve them?



Customer reaction
on
quality
consistency
standards



- ▶ Will this be a daily interaction?
- ▶ What is the “Underlying Magic” that will keep them coming back to you?

4. How does your team fit together?

- ▶ **Workhorse** 
- ▶ Head Down
- ▶ Constantly Focused
- ▶ Dislike Change/ Time
- ▶ Encouragement.





How does your team fit together?



- ▶ Alpha
- ▶ My Way or the Highway
- ▶ Measure success by acquisition
- ▶ Thrive on challenge


How does your team fit together?

- ▶ **Mad Scientist**
- ▶ Eccentric
- ▶ Out of the Box
- ▶ Intellectual Property
- ▶ Need Support





How does your team fit together?

- ▶ Optimist 
- ▶ Cheerleader
- ▶ Customer service
- ▶ Salespeople
- ▶ Seek Validation.

How does your team
fit together?



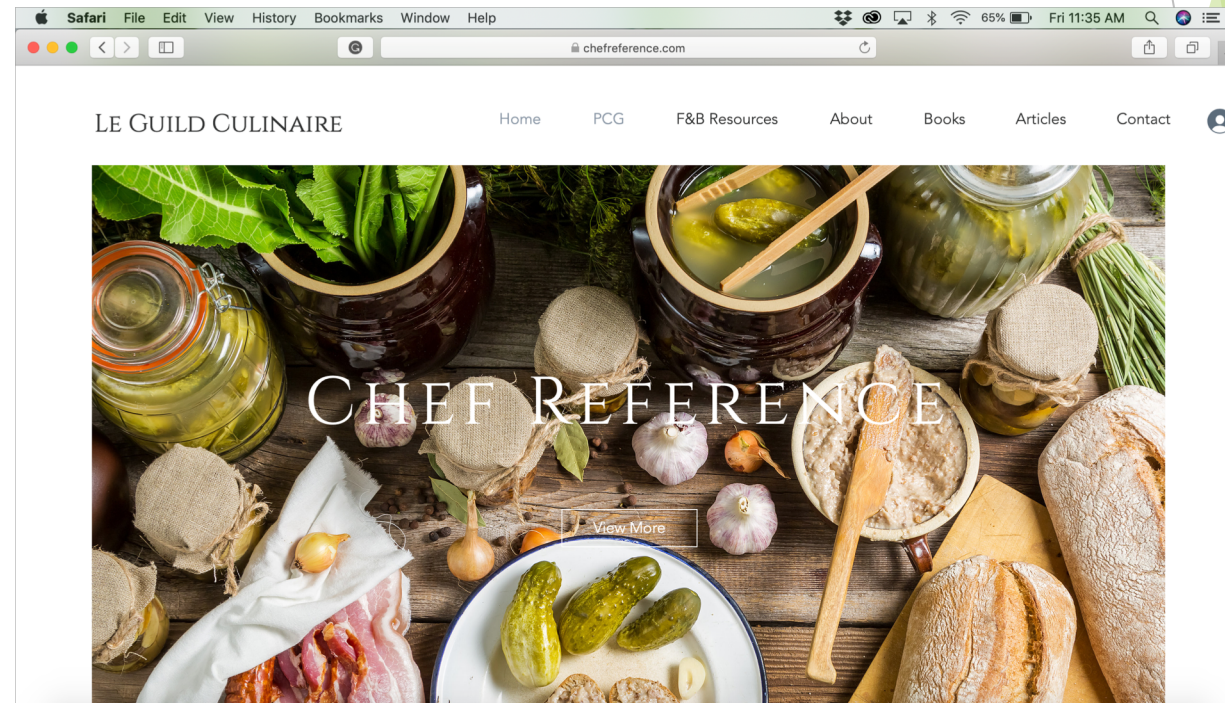


Developing the Team

(Talent + Recruitment) x Instruction = Progress

5. How much is it going to cost?

- ▶ Cost Model - Gross Margin
- ▶ Revenue Model - What is it projected return?
- ▶ Chefreference.com PCG



6. Where is the money coming from?

- ▶ Round One- Yourself
- ▶ Round Two- Friends and Family
- ▶ Round Three- Angel Investors - Mentors
- ▶ Other Sources
 - ▶ SBA Backed Loans
 - ▶ Crowdfunding
 - ▶ Reward
 - ▶ Equity



7. What is the timeline?



Start to Exit Strategy



Plan backwards from opening 



Expansion and growth plan



What is your exit plan based upon equity? 

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