

## STRATEGY WHITEBOARD CHECKLIST

Please provide the following in advance of our workshop so we have an opportunity to prepare and dig in quickly!

- Current business plans, marketing plans, customer presentations
- A one sentence description of the business you are in.
- Brief description of your target customers by:
  - Industry/sizing and other externally verifiable demographic
  - Principal buyer by title
  - Representative companies that are bellwether customers
- Brief description of your product(s) or services.
- One-sentence description on why the buyer(s) identified above should purchase your product or service.
- For each customer segment, provide a one-sentence description on the current pain the target is experiencing.
- Estimate the economic impact of that pain on the customer.
- List your assumptions about how that pain is being remedied today.
- List the websites of three competitors that represent the biggest threat to your market success.
- Provide a one sentence description on how your product or service is distinct from competitive offerings.
- What is the one uncertainty in your business planning that you believe has the most risk if you don't understand and manage it correctly?
- What outcomes do you expect from our time together?