

Chapter 3 Homework: Micro & Macro Goals; 90 Day Timeline Goal Worksheet

What is your Macro Goal?	
Why?	

Sell Out Soon	Pros	Cons

Build and Hold	Pros	Cons

Note that your investors will all need to understand these Macro Goals clearly and will ask you about them frequently.

Now you can establish some Micro Goals. I recommend that you think about People and Product and Market and Money each quarter:

First Quarter	
People Goals	
Product Goals	
Market Goals	
Money Goals	

Second Quarter	
People Goals	
Product Goals	
Market Goals	

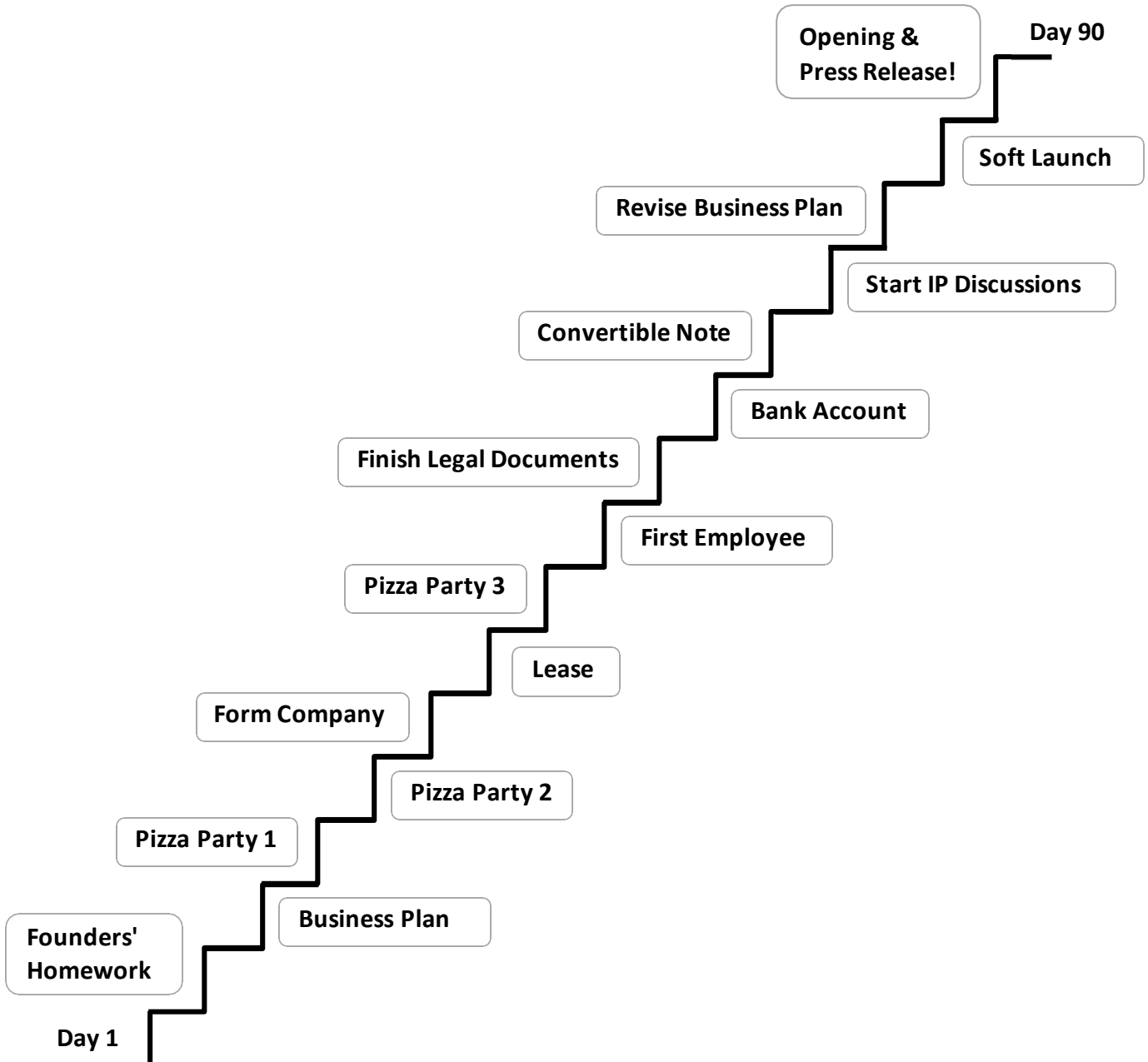
Money Goals	
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Third Quarter	
People Goals	
Product Goals	
Market Goals	
Money Goals	

Fourth Quarter	
People Goals	
Product Goals	
Market Goals	

Money Goals	
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90-Day Timeline



More Details for 90-Day Timeline

- Great Idea

- Bounce off FFF's (friends, fools, and family)
- Prepare a Timeline
- Prepare a Budget for Your First 6 Months
- Work on your Team – Chapters 1 and 2
- Hire a Lawyer
- Form a Legal Entity with Founders
- Raise Seed Capital
- Do Your Homework on IP Issues
- Do your Homework on Government & Regulatory Issues
- Revise Your Budget
- Raise More Money
- Revise your Timeline
- Add more players to your Team (go through Chapter 1 again)
- Begin putting money into product/capital
- Sign a lease
- License required rights (lawyer required)
- Make sure you understand employees vs. independent contractors and have your staff set up properly
- Engage an outsourced payroll company
- Find an accountant and adopt a “real” bookkeeping system
- Circle back with your lawyer about the legal issues around raising money
- Pitch to Investors
- Raise more money or close your first raise
- Do your homework on your competition. No – REALLY DO YOUR HOMEWORK
- Make your list of prospective customers and make a plan for courting them
- Put a PR plan in place
- Revisit your team dynamics (Chapter 1)
- Add to your team or change out team members
- Create a New 90 Day Plan