

1 Evaluate the current state of your business.

| What problems do you solve for your customers? | What sets your brand apart from the competition? |
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| What will you sell? (service, product, subscriptions, etc.) | Whom will you sell to? (B2B, wholesale, market segments, etc.) |
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| How will you sell? (manufacturer reps, internal sales team, etc.) | Where will you sell? (local, international, a targeted region, etc.) |
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2 What do you need to have in place to dominate the above sandbox in the next 3-5 years? Write your ideas below.