

FIRST MEETING DISCOVERY WORKSHEET

Get to know each other, set your meeting times and explore your preliminary goals.

These goals may change as you progress through the process and discover more information. Based on the goals, the company should provide as much relevant information as they can to support the consultants' exploration. ***On page 2, the Entrepreneurs should share their business model.*** The operations information are suggested areas to explore and understand.

Remember: Scaling is not just about generating greater gross revenue, it is about improving overall net returns and developing the systems to manage these increasing returns efficiently as sales volumes increase. To scale there needs to be an efficient way to repeat processes.

Meeting Schedule: Agree on when to regularly meet through February 25

- Day/Time_____
- Who is sending invite/zoom (or other meeting tech)_____

[illegible]

Team Share:

- **Each “Consultant”:** What is your major? What are your areas of expertise, strengths and interests?

Company Share:

Goals:

- **Financial Current:** Gross revenue/investment, or “users equating to potential revenue earned” during the past 12 months_____
- **Financial Goal:** Gross revenue/investment, or “users equating to potential revenue” for next 12 - 24 months :

Primary Problem:

- What do you see as your primary obstacle to growing revenue? What is the leading function, focus, aspect you feel is most in need of being addressed to enable you to seriously scale your business?

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Business Model Overview

- **Elevator pitch:** What problem are you solving for whom by offering/doing what?
- **History:** How long have you been in business, what past learnings have you gained, what pivots did you make, what's different now from the start and why.
- **Success: What has been your** greatest sales, customer services, operations success to date
- **Obstacles:** What core obstacles does your company face in securing more sales?

Operations The more detailed you can share with your consultants, the better able they will be in diagnosing opportunities to scale. Where you have data, documents etc, please share with your consultants.

- **Systems:** List existing and planned systems in as much detail as possible - purpose, exact functions and outcomes. What it makes more efficient.
 - **Greatest Labor:** What is requiring the greatest amount of time and labor (and could possibly be automated)
- **Costs:**
 - **COG:** Break out Cost of Goods (if a physical product)
 - **Margins:** How do you calculate margins? What are your current margins
- **Marketing:** The strategies, costs and success of current marketing strategies
 - **Customer:** Detailed customer profile
- **Sales:** Detailed description of the sales-funnel and conversion to sales at each stage
 - **Cost of Customer Acquisition:** Provide current COA and calculations for determining this.
 - **Life-time Value:** What strategies are being executive or planned. What is your goal
- **Budget/Funding**
 - **Staff:** List staff, skill-sets, jobs currently responsible for and costs; Projected jobs needed to achieve what?
 - **Burn rate:** What are your largest costs within your burn? Is there a season or other cycle
 - **Funding:** When and where have you applied for funding so far. When successful, when denied and what were the reasons?
 - **Budget:** What is their current budget details - projected sales (how), expenses