

Writing a Business Plan: Proceed or Pivot Checklist

by Guttulus

| Research | | Market Fit | | Proceed | | Pivot | |
|--------------------------|-----------------------|--------------------------|----------------------|--------------------------|------------------|--------------------------|------------------------|
| Influencers | | Customers | | Profit | | Hypothesis | |
| <input type="checkbox"/> | Industry Trends | <input type="checkbox"/> | How many? | <input type="checkbox"/> | Revenue | <input type="checkbox"/> | Model |
| <input type="checkbox"/> | Industry Needs | <input type="checkbox"/> | How excited? | <input type="checkbox"/> | Expenses | <input type="checkbox"/> | Scalable |
| <input type="checkbox"/> | Innovators | <input type="checkbox"/> | How likely refer? | <input type="checkbox"/> | Balance Sheet | <input type="checkbox"/> | Profitable |
| <input type="checkbox"/> | Competitors | <input type="checkbox"/> | Feedback | <input type="checkbox"/> | Profit and Loss | <input type="checkbox"/> | Viable |
| Competitors | | Metrics | | Model | | Check Points | |
| <input type="checkbox"/> | Grid | <input type="checkbox"/> | Activation Rate | <input type="checkbox"/> | Potential Sales | <input type="checkbox"/> | First Quarter |
| <input type="checkbox"/> | List | <input type="checkbox"/> | Use Rate | <input type="checkbox"/> | Current Sales | <input type="checkbox"/> | Third Quarter |
| <input type="checkbox"/> | Excel | <input type="checkbox"/> | Frequency Rate | <input type="checkbox"/> | Market Estimates | <input type="checkbox"/> | Fifth Quarter |
| <input type="checkbox"/> | Attributes | <input type="checkbox"/> | Acquisition Rate | <input type="checkbox"/> | Pricing Plan | <input type="checkbox"/> | Eighth Quarter |
| Industry Events | | Cost | | Avenues | | Measure | |
| <input type="checkbox"/> | Create Demo | <input type="checkbox"/> | Activation per user | <input type="checkbox"/> | Direct Revenue | <input type="checkbox"/> | Interested Chart |
| <input type="checkbox"/> | Competitor Demo | <input type="checkbox"/> | Use | <input type="checkbox"/> | Acquition Cost | <input type="checkbox"/> | Buyer Chart |
| <input type="checkbox"/> | Create Innovation | <input type="checkbox"/> | Frequency | <input type="checkbox"/> | Operating Cost | <input type="checkbox"/> | User Chart |
| <input type="checkbox"/> | Competitor Innovation | <input type="checkbox"/> | Acquisition per user | <input type="checkbox"/> | Cash Flow | <input type="checkbox"/> | Influencer Chart |
| Customer Data | | Goal | | Four Quarters | | Reasons to Pivot | |
| <input type="checkbox"/> | Workflow Map | <input type="checkbox"/> | Clear Message | <input type="checkbox"/> | Revenue | <input type="checkbox"/> | User Level Low |
| <input type="checkbox"/> | Average Customer | <input type="checkbox"/> | Compelling Message | <input type="checkbox"/> | Expenses | <input type="checkbox"/> | Subscription Level Low |
| <input type="checkbox"/> | New Product | <input type="checkbox"/> | Different Message | <input type="checkbox"/> | Balance Sheet | <input type="checkbox"/> | Revenue Low |
| <input type="checkbox"/> | New Application | <input type="checkbox"/> | Product Message | <input type="checkbox"/> | Profit and Loss | <input type="checkbox"/> | Engagement Low |
| Addition Research | | Message | | Eight Quarters | | Pivot | |
| <input type="checkbox"/> | Market Map | <input type="checkbox"/> | Credible | <input type="checkbox"/> | Revenue | <input type="checkbox"/> | Revenue |
| <input type="checkbox"/> | Competitive Grid | <input type="checkbox"/> | Honest | <input type="checkbox"/> | Expenses | <input type="checkbox"/> | Expenses |
| <input type="checkbox"/> | Quora | <input type="checkbox"/> | Simple | <input type="checkbox"/> | Balance Sheet | <input type="checkbox"/> | Balance Sheet |
| <input type="checkbox"/> | Social Media | <input type="checkbox"/> | Clean | <input type="checkbox"/> | Profit and Loss | <input type="checkbox"/> | Profit and Loss |