

12-Word Business Plan

OPPORTUNITY

What + Why

STEP
1



STEP
2



CUSTOMERS

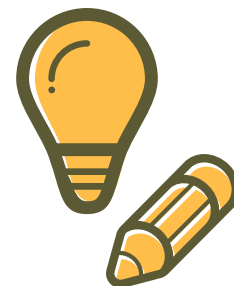
Who + Where



STEP
3

SOLUTION

What + When



STEP
4



EXECUTION

How + Where

