



1 — drive

Why do you do what you do?
 What is your fascination,
 drive, passion?

2 — what

What do you make?
 What is your product,
 service, portfolio?

3 — who

Who is your client?
 Who matches your drive
 and what you make?

4 — how

How do you reach your
 target group?
 Which media do you use?
 Which partnerships?

5 — revenue model

Which resources do
 you need?
 What are the revenue
 models?

6 — plan

What is your goal?
 When do you hope to
 achieve it by?