



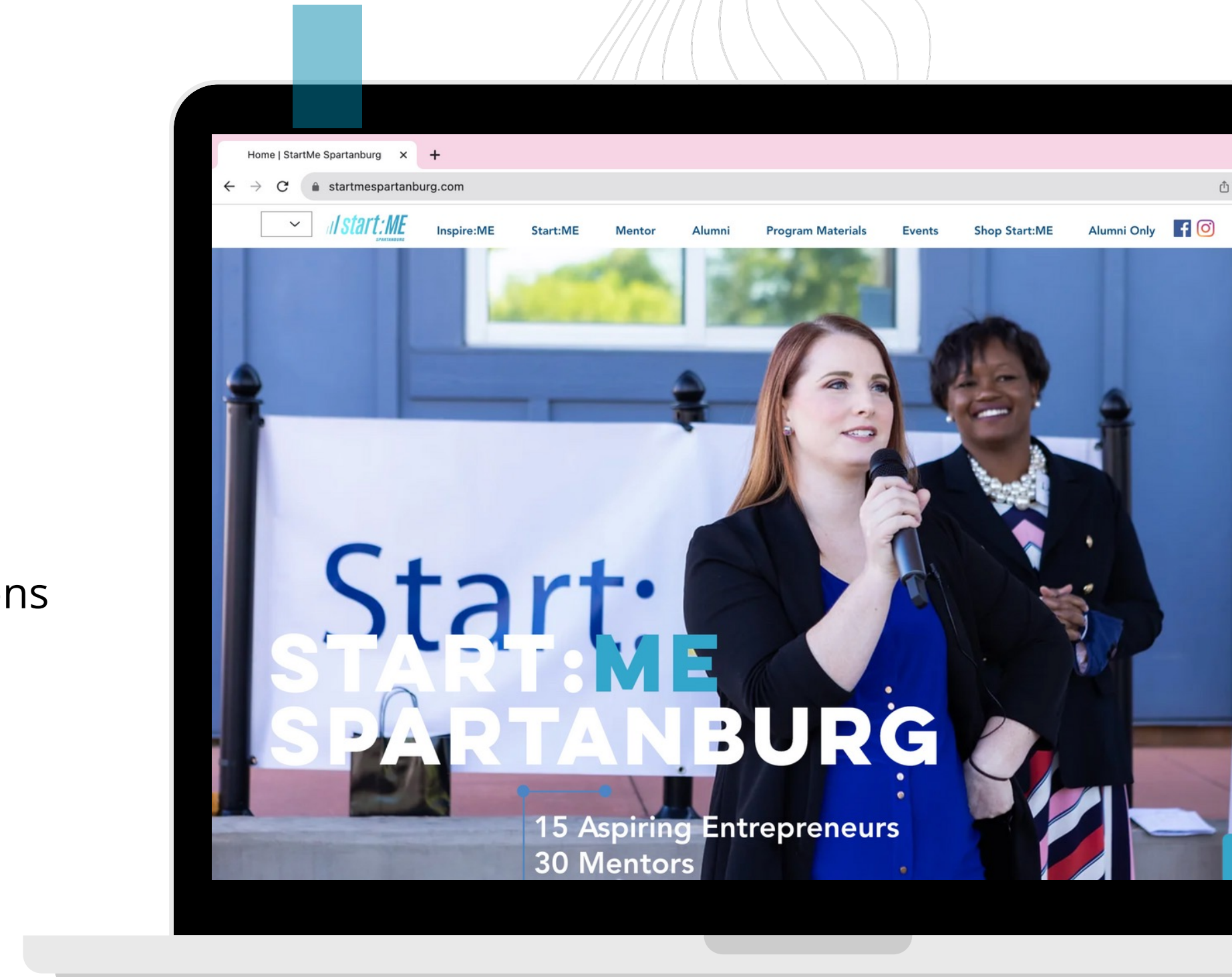
# KICK OFF SESSION

WWW.STARTMESPARTANBURG.COM



# Order Of Today's Objectives

- 01 Introductions
- 02 Review Expectations
- 03 Set StartME Goals
- 04 Meet Mentors





# STARTME Goals

**SPECIFIC:** Clearly defined or identified.

**TARGETED:** Select as an object to attack.

**ACHIEVABLE:** Able to be brought about.

**RELEVANT:** Closely connected or appropriate

**TIME-BOUND:** Requiring completion by a specific time

**MEASURABLE:** Estimate the value of success.

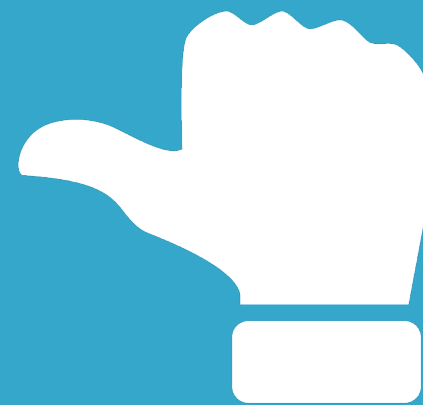
**ENERGIZING:** Give vitality and enthusiasm to.

# STARTME **Goals** Example



**Not Good**

I WANT TO SELL MORE STUFF



**Ok**

I WANT TO GROW SALES TO \$5,000.



**Good!**

I WANT TO SELL 500 CUPCAKES  
EVERY MONTH FOR THE NEXT  
THREE MONTHS TO REACH A GOAL  
OF \$5,000 IN SALES.

# ONE PAGE BUSINESS **Plan**

## Who We Are

Why does your business exist  
(purpose/mission)?

What makes you uniquely qualified to run your business?

## What We Sell/ Why is it Needed

What do/ Will you  
offer?

What challenge/problem/unmet need does it solve  
for your customer?

## Who You Sell

Who does/will buy what <sup>To</sup> you sell? Who are they-  
where do they live, what age range, what do they  
look like?

How do customers learn about your business?

## How Much Money (\$)

How much (in \$) do you project to sell by the end  
of this year?

How much money do you need to start/grow your  
business?

# This Week's Homework

- Finalize three StartMe Goals
- Start creating a summary of each box of your one page business plan.

To access online materials and PowerPoints, use the QR code and password "imallin".

