THE MOMENTUM MAP™

Q1 Bearings

Why?

Values
1
2
3

Big Dream - 10 Years

Q2 Positioning

Ideal Customer Profile

Customer Pain

Customer Gain

Competitor	Difference

Business Name

Date

Q3 Money

Marketing Channels - Reach ***Your*** Customer

Sales Conversion

Key Partners & Resources

Set Up Costs	Funding Sources

Q4 Delivery

	3 Year	1 Year
Revenue		
Customers		
Milestone 1		
2		
3		

90 Day Action Plan End Date:

1
2
3
4
5
6 *Review Momentum Map & set next 90 day actions*

Set-Back	Resilience Plan

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