

**1** Evaluate the current state of your business

**What problems do you solve for your customers?**

**What sets your brand apart from the competition?**

**What will you sell?**  
(service, product, subscriptions, etc.)

**Whom will you sell to?**  
(B2B, wholesale, market segments, etc.)

**How will you sell?**  
(manufacturer reps, internal sales team, etc.)

**Where will you sell?**  
(local, international, targeted region, etc.)

**2** What do you need to have in place to dominate the above sandbox in the next 3-5 years? Write your ideas below