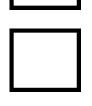


2. Market & Customer

Know your competitors



Identified target customer

yld!

Validated with real feedback



Revenue model is clear

Pricing is set

Budget & forecast in place

www.askimtinan.com







Launch plan in place

Customer support ready



Emotionally committed

Support system or mentor

Resilience practices in place

www.askimtinan.com