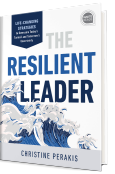


FLOAT PLAN

Mariners never set sail without a Float Plan, nor should entrepreneurs. This is your roadmap to make sure you get where you are going. Your float plan tracks obstacles that keep you from getting where you want to go.

INSTRUCTIONS: Complete this plan and keep it current. Share your Float Plan with those who can help you execute it and hold you accountable.



TARGET AUDIENCE-CLIENTS-CUSTOMERS

Customer Source:

Customer Relationships:

Market Dominating Position:

Distribution Strategies:

REVENUE SOURCES



Short-term Revenue:

Future Revenue:

Long-term Revenue:

Exit Strategy:

Recurring Revenue:

Passive Revenue:



COSTS

People:

Resources:

Collaborative Partnerships:

Capital Sources:

Team Action Steps:

SHORT,- MEDIUM- LONG-TERM GOALS



SHORT TERM - 90 Days – 1 year

MEDIUM TERM – 3-5 Years

LONG TERM – 10-20 Years