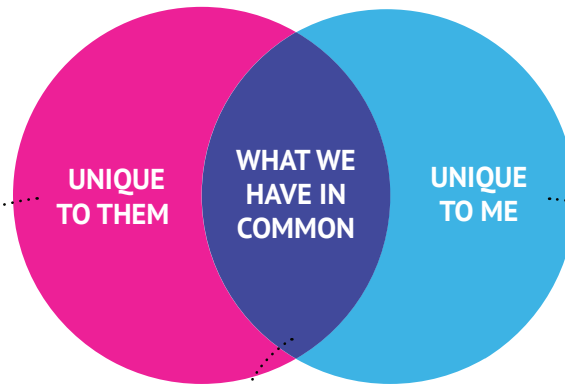


SMITH
HOUSE

I. Success Stories

Who inspires you? Think about a person who has achieved what you want. Or think about a company that is similar to the company that you want to create. Let's look closely about what those stories of success are similar to your own story.



What's unique to them?

Look closely at the success story that inspires you. What does this story (their company, their success) is completely unique to them? What advantages did they have that you do not? (e.g. funding, experience, connections?)

What assumptions have I made about their success story?

What do we have in common?

Once you've completed the questions on the left and right, list out how that cool success story has in common with your story. This

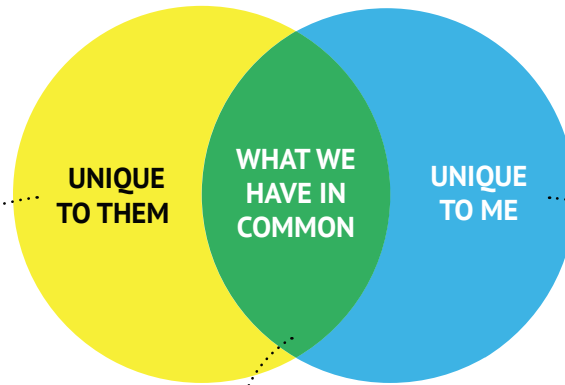
What's unique to me?

What about your new business, your vision, your next step is unique and unlike anything else? What are the experiences, knowledge, and passion that you have that give you an advantage How is your idea different?

What's something that I can do to increase my advantage?

II. Stories of Failure

Think the person who has tried something similar and FAILED. Think about a company that is similar to the company that you want to create, but they are doing poorly right now. They could even be the company that you think your company will be better and put them out of business.



What's unique to them?

What disadvantages are leading to their failure? What went wrong? What is something unexpected that showed up to ruin their plan?

What assumptions have I made about their story of failure?

What do we have in common?

Once you've completed the questions on the left and right, list out how the stories of failure have in common with your story. If this list is really long, that's warning sign.

What's unique to me?

Do you have stacked against you? What are unique disadvantages that will make it hard to reach your goals?

What can I do to eliminate these disadvantages?

III. Pre-Mortem

Let's say your big dream falls apart. You take big risks, and the whole thing falls apart. Let's list out all the reasons why it failed, and then make a plan to prevent this from happening.

	<i>Fail Factor</i>	<i>What can I do today to prevent this from happening?</i>
1.		
2.		
3.		
4.		
5.		