### Play #20 Exercise: Creating and Presenting Your Viability Presentation

Use the sections “Guidelines for Creating Your Viability Presentation” and “Guidelines for Presenting Your Viability Presentation” to complete this exercise.

1. Create your presentation outline.
2. Produce your professional, “ready for prime time” presentation using PowerPoint or other similar software (Canva, Prezi, and so on).
3. Decide on a venue for the meeting(s).
4. Decide how many attendees you’ll have and how many meetings you’ll have.
5. Start reaching out to as many qualified “Coaches” as you know. Ask them if they’d be willing to sit through a three-hour Viability Presentation for your new business. Explain that you’re not asking them to invest but simply would very much appreciate their input.
6. Send invitees your brochure and ask them to tour your website prior to the meeting.
7. At the meeting(s), discuss the following, making sure to capture all input:

* Is my idea for the product or service something that my Target Market will buy?
* Are my assumptions reasonable and realistic?
* If not, what needs to be changed?
* Do I have a reasonable chance of success?
* Do I have sufficient capital to get to my breakeven point?

1. Using what you’ve learned, make the best possible “Go / No Go” decision.

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| --- | --- |
| * Go | * No Go |