### Play #28 Exercise: Writing Your Gameplan

Use the information in this Play and the documents in your Gameplan file to create your Gameplan.

1. In your Gameplan, remember to include:
   * Executive Summary
   * Organization Chart
   * Points of Differentiation from the competition
   * Competitive Advantage
   * Value Proposition
   * Unique Selling Proposition
   * Mission Statement
   * Core Values
   * Financial Projections for the first three years, including sales projections and pricing. When you complete your fourth financial forecast in Play #30, it will serve as your first-year forecast.
   * Key Performance Indicators that you will track
   * Marketing Plan and strategies
   * Sales Plan and strategies
   * Target Market
   * SWOT Analysis
   * Calendar for timing and tasks prior to Launch
   * Copyright or Patent possibilities
2. Place your Gameplan here.