### 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.