### Play #29 Exercise: Installing Your Gameplan

Using the information in this Play, install your Gameplan.

1. Update your Viability Presentation with any new information you have gathered, particularly with regards to Key Performance Indicators and “X’s and O’s.” Make sure to cover:
* Introduction: Why we are here
* Description of the Idea
* Company Name, Logo, and Tagline
* Value Proposition, Unique Selling Proposition, and Mission Statement
* Organization Chart
* Market Research: Marketplace, Competition, Customer Value Journey, and Test Marketing Results
* Points of Differentiation
* Competitive Advantages
* Marketing Plan
* Website Demo (with Video)
* Marketing Materials: brochure, flyers, business cards, and so on
* Full Sales Presentation
* NIFT Forecast Review and Funding Requirements
* “X’s and O’s”
* Key Performance Indicators
* Summary
1. Schedule a meeting with your management team to go through the updated Viability Presentation.
2. Send a copy of the formal Gameplan to each team member who will be attending. Instruct them to read it thoroughly and write down any questions.
3. Hold the meeting and go through the updated Viability Presentation. In this meeting, you want to bring your team up to speed about where you are in the development of your original idea, get their input on any refinement needed, perform another SWOT analysis, and get their buy-in.
4. Review each Play and create a Master Task List of all the tasks that need to be completed prior to your launch, listing them by priority and with timing requirements.
5. Schedule smaller team “Think Tank” meetings with team members who will have direct responsibility for specific Tasks on your Master List. In these meetings, reach a consensus about the best way for the team to fulfill the requirements of each Task, then create execution plans.
6. Instruct all team leaders to conduct meetings with their teams to explain each Play in the Gameplan and ensure that team members understand your overall Gameplan and their specific responsibilities for each Play.
7. Hold a company-wide prelaunch meeting and presentation, led by you, reviewing the entire Gameplan.
8. Over the next several months, have each member of your management team read *The Entrepreneur’s Gameplan*, then hold discussions regarding the book and how you might improve your Gameplan.