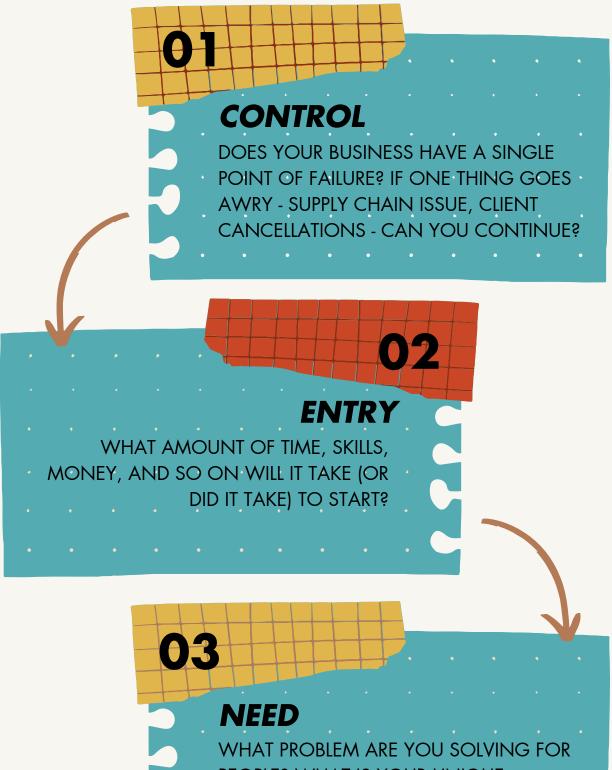
DOES YOUR BUSINESS MAKE "CENTS" ?

Ensure your business makes CENTS (Control, Entry, Need, Time, and Scale) to build a thriving business for the long-term. These are checkpoints as you build your business and are also helpful to revisit when you review how things are going.



PEOPLE? WHAT IS YOUR UNIQUE SELLING PROPOSITION (USP)?

OTHERS' TIME?

SCALE

05

IS YOUR PRODUCT LOW COST AND YOU CAN SELL IT HUNDREDS OF THOUSANDS OF TIMES (SCALE BY VOLUME) OR ARE YOUR TRANSACTIONS LARGE BUT FEW (SCALE BY MAGNITUDE)?