

## Past till now

What business am I building?

### Motivation

What was the motivation to start my business?

### What is missing?

What is missing from my business?

## Start of a new vision

### Skills

Write down all skills available in your business:

### Foundation

Which purpose did I have in mind when I founded my business?  
How would I describe the culture of my business?

### The past

What happened since the foundation?

#### EVENTS

(Most important ones)

#### BOTTLENECKS

(Current bottlenecks and stress factors)

Why am I building this business?

### Value creation

What kind of „value creation“ in and through my business can I imagine or dream of?