Start-up Functions Evaluation
Prework for session #2

This is a 3-step process to help you determine what needs to get done in your business, and whether you should be the one who does it.
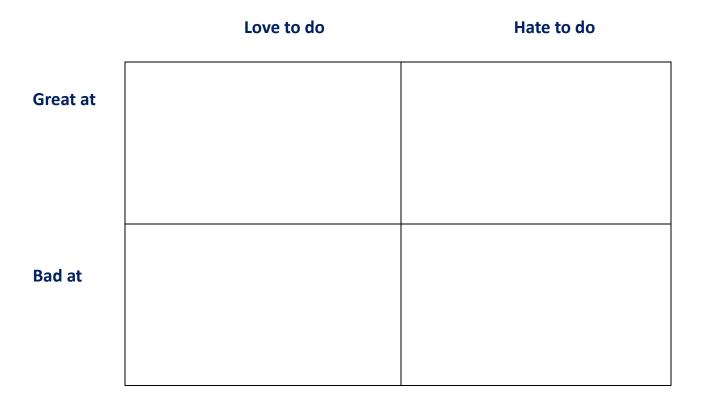
STEP 1: WHAT NEEDS TO GET DONE

Below are functions, with an example, that are typically required for a start-up. Add detail for each function specific to your business. If needed, use the blank boxes to add functions.

Strategic Planning	Core Function	Strategic Partnerships
Sales & distribution	*Production*	*R&D*
Fundraising	**Market Analysis**	**Team/Board of Advisors**
Grant writing	*Discovery*	*Market experts*
Legal	**Financial Management**	
IP Protection	*Projections*	

STEP 2: WHAT DO YOU SUCK AT?

For each function, ask yourself whether you love or hate to do it, **and** whether you're great at it or suck at it. *Dig deep and be honest!* Put each function in the corresponding quadrant.

	Love to do	**Hate to do**
Great at		
Bad at		

STEP 3: WHAT CAN I LET GO OF?

Based on the chart above, what functions can and should you outsource? What can you let go of? Ignore the functions you don't need at this stage of your business.

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