

The Checklist Guide

to start your enterprise *

* Enterprise includes: **Business. Project. Initiative.**
Everything that you want to (1) **create** and (2) **share with the world.**

#1) What to do

*The world doesn't need more waste.
The world needs simple solutions.*

What to ask yourself: **What can I offer the world?**

Trust yourself when answering this question. When you have an idea, put it to the
Ultimate Test: **Is it worth to do it?**

Problem solving

Check if: Your solution solves a problem. If it doesn't solve a problem, it's not a solution. A problem exists if you feel pain that it exists. The more pain you feel, the more you want to solve it. You will have to fight, but only fight if it's worth fighting for (fight because of love *for* something, not because of hate *against* something).

Simple proposition

Check if: Your solution has only one value proposition. Only one. Full stop. All the other things are just additional. They are just features, but not the essence. They are good to have (even should have) but not the core.

Hint: You reached the core if you can't break it down any more.

True value

Check if: Your solution has a beneficial purpose. Does it do good? Does it make a difference? If so, please know: The world thanks you for your offer. There's enough waste in the world. The world doesn't need more. But at the same time there's abundant (infinite, limitless, eternal) place and space for simple solutions that solve a real problem and have true value. They will cut through the noise to find their way.

#2) How to do

*If it feels like work, there's something wrong.
(Hint: It rather feels like effortless output.)*

What to ask yourself: **Don't ask, just do.**

There's only one rule: Love, and do what you want ...

... which also answers #3) Why to do?