



## TF EMPIRES

### Business Idea & Vision Worksheet

Engineer your empire from first principles.

1. Describe your business in one clear sentence

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2. What problem does your business solve?

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3. How does your solution work better or differently?

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4. Who is your ideal customer?

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5. Why do customers choose you?

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6. How does this business make money?

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7. Long-term vision (3–5 years)

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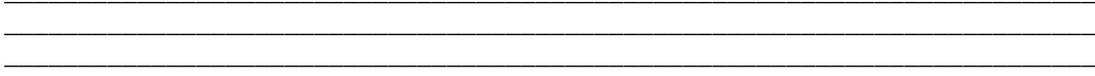
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8. Why are YOU building this business?

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9. Non-negotiable principles (3–5)



Clarity creates confidence. Structure creates strength.