

6x4

HELLO SPACE EXPLORER

Moongrabs are projects or businesses that change the world. Examples include the printing press, Craigslist, and Uber.

A Moongrab sets a new benchmark for an entire industry. It is either your greatest opportunity or your greatest threat. Let's make sure you are on the right side of history.

MISSION

IDEATION

SWOT

EVALUATION

OTHER:

GOAL

INDUSTRY

PURPOSE

GEOGRAPHY

DEMOGRAPHIC

DIGITAL/ANALOG

YOUR BUSINESS

MOONGRAB

ONE-LINER

ACTIONS

TIMELINE

	WHAT (facts)	WHY (analysis)	WHEN (time)	HOW (how)	WHERE (location)	WHO (people)
INFO						
HELP						
TOOL						
PLATFORM						

ANALOGIES

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GAME PLAYERS

	BUSINESS NAME	#
FI		
FH		
FT		
FP		
AI		
AH		
AT		
AP		
TI		
TH		
TT		
TP		
HI		
HH		
HT		
HP		
LI		
LH		
LT		
LP		
PI		
PH		
PT		
PP		

EVALUATION

UNEXPLORED MOONS	C1	C2	C3
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