Interview Checklist, things to provide the client with and features to propose:

1. Sales Pitch intro: (add steps below into sales pitch / process)
   1. Provide stats.
   2. Provide portfolio / examples.
   3. Provide proof of my product value.
2. Market Research & Analysis
3. Business Plan: (check mh business-development/)
   1. Request a Business Plan from Client or create one including the info below:
   2. ToDo: include services, goal, market research, geographics, budget …  
      Standard small business plan
   3. Add financial plan
   4. Add legal & liability plan
4. Branding Plan:
   1. Business name, brand image, goal, graphics(artwork & colors), PR
5. Marketing Plan:
   1. ToDo: Online / Offline Marketing, website, social, printing, signage, content
6. Business Development Plan :
   1. ToDo: customer acquisition, vendors, b2b, b2c, …
7. Tech requirements:
   1. Email, file sharing (and security), networking, payroll, HR software, billing software and/or hardware,
8. Business Operations plan / support:
   1. ToDo: employees