



Start2Up

AUDIT

THE DROPOUT TO DOMINANCE METHOD™

ESCAPE THE SYSTEM.
BUILD YOUR BUSINESS.
BECOME UNDENIABLE.:

Welcome!



Congratulations on making one of the most important decisions of your life to lead it fully on your terms.

Every startup begins with a clear vision & a bold mission. This audit is your first step toward building a business that survives & dominates. It's designed to push you to think bigger, plan smarter, & execute faster.

This isn't just a worksheet. This Business Startup Audit is a comprehensive blueprint to identify your strengths, gaps, & power moves required to scale your startup over the next 12 months.

You are not alone on this path & the moves you make will be your own.

You are the architect.

You are the decision-maker.

You are the force behind everything that's coming next.

This is your time.

This is your legacy.

Welcome to the next level.

Let's get to work.

Ben Quiñones



VISION & MISSION

What problem does your business solve & why does it matter?

What is your ultimate vision for impact, growth, & market dominance?

Why is this mission non-negotiable for you?

What do you want your brand to be known for in the market?

FOUNDATION. ACCELERATION. EXPANSION. LEGACY. FREEDOM.

CORE VALUES

What are your top 3-5 non-negotiable values?

- 1.
- 2.
- 3.
- 4.
- 5.

How will these values shape your culture, branding, & customer experience?

Where are you willing to compromise, & where will you hold the line?

FOUNDERS' MINDSET

What limiting beliefs do you & your
co-founders need to eliminate?

What strengths will you leverage as a
founder?

If you were operating from your highest
potential, what would change immediately?

FOUNDATION. ACCELERATION. EXPANSION. LEGACY. FREEDOM.

MARKET ANALYSIS

Who are your top 3 competitors, & what gaps do they leave in the market?

1.

2.

3.

What is your unique selling proposition (USP), & how does it differentiate you?

What trends or shifts in the market can you capitalize on?



LEADERSHIP & CULTURE

How will you attract, retain, & inspire
top talent?

What kind of culture do you want to
create within your business?

How will you develop leaders within your
team as you scale?

FOUNDATION. ACCELERATION. EXPANSION. LEGACY. FREEDOM.



GO-TO-MARKET STRATEGY

How will you capture early market share?

What channels will you prioritize for
customer acquisition?

What is your plan for rapid market
penetration & brand awareness?



BRAND AWARENESS

How will you position your brand as a
leader in your industry?

What message will you own, & how will you
dominate that conversation?

What stories will you tell to create a
loyal community around your brand?

FOUNDATION. ACCELERATION. EXPANSION. LEGACY. FREEDOM.



SCALING OPERATIONS

How will you scale operations without losing quality or control?

What systems & processes need to be automated, delegated, or eliminated?

How will you measure growth & adapt quickly to changing market conditions?

FOUNDATION. ACCELERATION. EXPANSION. LEGACY. FREEDOM.

LONG TERM GROWTH

What is your long-term vision for this business, & where do you want it to be in 10 years?

What will freedom look like for you as a founder?

What kind of legacy do you want this business to leave?



FINANCIAL HEALTH

Are your financial projections realistic & aggressive enough for rapid growth?

What funding options are you considering, & why?

What financial risks are you willing to take, & which are deal-breakers?



EXIT STRATEGY

Do you have a clear exit strategy, & what will that look like?

What multiple do you want to exit at, & what steps will it take to get there?

Who would be the ideal buyer, & how will you position your business as an attractive acquisition?



REFLECTION & MOMENTUM

What will you regret if you don't take
action in the next 12 months?

What will success feel like, & how will you
measure it?

What would your future self thank you for
doing today?

FOUNDATION. ACCELERATION. EXPANSION. LEGACY. FREEDOM.

Lead. Dominate. Repeat.



NEED ASSISTANCE OR HAVE A PROJECT IN MIND?
REACH OUT & WE'LL GET BACK TO YOU SOON.

 benjenterprises.com

 win@benjenterprises.com

 (732) 501-5544



BONUS: *Finance Worksheet*

HOUSING	BUDGET	SPENT
FIRST MORTGAGE OR RENT		
SECOND MORTGAGE		
REAL ESTATE TAXES		
MAINTENANCE / REPAIRS		
INSURANCE		

SAVINGS	BUDGET	SPENT
EMERGENCY FUND		
RETIREMENT FUND		
COLLEGE FUND		

UTILITIES	BUDGET	SPENT
ELECTRICITY		
WATER		
GAS/OIL		
SEWER		
TRASH		
CABLE (OR OTHER)		
INTERNET		
PHONE/CELL PHONES		

TRANSPORTATION	BUDGET	SPENT
VEHICLE PAYMENT #1		
VEHICLE PAYMENT #2		
FUEL		
MAINTENANCE/REPAIRS		
INSURANCE		

FOOD	BUDGET	SPENT
GROCERIES		
DINING OUT		

HEALTH	BUDGET	SPENT
HEALTH INSURANCE		
DENTAL INSURANCE		
DOCTOR VISITS		
DENTIST		
OPTOMETRIST		

RECREATION	BUDGET	SPENT
EMERGENCY FUND		
RETIREMENT FUND		
COLLEGE FUND		

PERSONAL	BUDGET	SPENT
LIFE INSURANCE		
CHILD CARE/SITTER		
TOILETRIES		
HOUSE HOLD ITEMS		
HAIR CARE		
EDUCATION/TUITION		
SCHOOL SUPPLIES		
ORGANIZATION DUES		
MISCELLANIOUS		
FREE SPENDING		

TOTAL INCOME :	\$	
TOTAL BUDGET :	\$	
NET BALANCE :	\$	



FOUNDATION. ACCELERATION. EXPANSION. LEGACY. FREEDOM.