

Founder Alignment Exercise

Instructions:

1. Have each member of your team complete the following table as an individual activity.
2. Provide specific, quantitative answers wherever possible. A single sentence is enough for each response.
3. Come together as a team and share your responses (or share it with friends / family / your significant other if you're a sole founder). Use it as a discussion-starter to see how much alignment there is between the expectations of each team member, and to identify any major mismatches in terms of inputs or outputs.

Founder name: _____

Why am I doing this startup?	What am I willing to put in? (eg. cash, time, expertise, network, reputation)	What do I want to get out? (eg. freedom, money (how much, over what time frame, salary vs capital gain), self-actualization, social benefit)	How do I define success?