



# STARTUP MADLIBS

My company, \_\_\_\_\_ ,  
NAME OF COMPANY

is developing \_\_\_\_\_  
A DEFINED OFFERING

to help \_\_\_\_\_  
A DEFINED AUDIENCE

\_\_\_\_\_ with  
SOLVE A PROBLEM

\_\_\_\_\_  
SECRET SAUCE

Example: My company, the Founder Institute, is developing a training and mentoring program to help entrepreneurs launching a new startup create meaningful and enduring technology companies with shared equity that encourages peer support.



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