



Impact Founder Gameplan

From Rough Idea to Investor-Ready Draft — In 47 Minutes

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A P-O-L-M Framework Worksheet

What This Is

I built my first investable offer using this exact framework. Forty-seven minutes in my in-laws' basement, 155 lbs, four kids asleep, \$37 in the account. The business I was trying to describe didn't sound investable — because I couldn't articulate it. By the time I finished Model, I knew exactly what I was building and why it worked. That draft became the pitch that got me into boardrooms with 400+ family offices. Since then I've used the same framework to screen \$500M+ in growth-stage companies at Ivystone Capital. The founders who walk into those rooms with a one-page gameplan get a different conversation than the ones who walk in with a pitch deck and a prayer.

This worksheet does the same thing for you: it takes whatever's in your head right now — a half-formed idea, a side hustle, a business you've been running on instinct — and turns it into something clear enough to build from. Not a 40-page business plan. Not a pitch deck. A gameplan. One page of clarity that tells you exactly what you're building, who it's for, why it works, and what to do in the next 90 days.

Here's what I've seen screening \$500M+ in deals: the vast majority of founders with good ideas never get funded. They're not missing intelligence. They're missing clarity. Most skip this step — they jump straight into building, selling, or looking for money and wonder why it feels chaotic. The ones who take an hour to get this right move faster, waste less, and sound completely different when they talk about what they do.

What Happens Without a Gameplan

A graphic designer in Chicago spent eight months building a "branding agency for small restaurants." She had a website, business cards, an Instagram with 400 followers. When her first potential client asked "what makes you different from the guy on Fiverr?" she froze. She couldn't articulate her problem, her outcome, or her leverage. She spent \$6,200 on tools and ads before landing a single paying client — and when she did, she undercharged by half because she had no model. Eight months of effort, no framework, no clarity. She didn't need more hustle. She needed this worksheet.

This follows the P-O-L-M framework — the same operating system I use to evaluate every deal at Ivystone Capital. Four statements form your foundation. Problem is what you're solving. Outcome is what changes. Leverage is your unfair advantage. Model is how money comes in. Get these right and the rest of the business follows.

My own P-O-L-M from the basement: P: Family offices couldn't find impact-aligned deal flow. O: Institutional investors deploy capital into businesses that compound wealth and community value. L: A decade building those relationships and learning what separates fundable from forgettable. M:

Problem

The best businesses start with a problem someone feels in their body — not a solution someone thinks sounds clever.

This section is the foundation. Get the problem wrong and nothing else matters. Get it right and the rest writes itself.

1.1 What problem are you solving?

Describe it in plain language. If you can't explain it to someone with no industry knowledge, you don't understand it well enough yet.

e.g., "Parents in my neighborhood can't find affordable after-school care that also helps with homework."

1.2 Who has this problem?

Be specific. Not "everyone" — a real group of people. Give them a face. Age, location, situation, income level, daily reality.

e.g., "Single mothers, 25-40, working service jobs, \$28K-\$45K/yr, no employer childcare benefits"

1.3 How do they deal with it right now?

What's the current alternative? What do people do today when they have this problem? (The answer might be "nothing" — and that's important too.)

1.4 Why hasn't someone already solved this?

This question trips people up. But it has an answer. Maybe the existing solutions are too expensive, too complicated, aimed at the wrong people, or nobody's connected the dots yet. What's the gap?

1.5 The Problem Statement

Now compress everything above into one sentence. Use this format:

"[Specific group of people] currently struggle with [specific problem] because [reason it hasn't been solved]."

If you can say this sentence out loud and a stranger would nod and say "yeah, that's real" — you have a problem worth solving.

SECTION 2

Outcome

Don't describe what your business does. Describe what changes in someone's life because your business exists.

2.1 What does the world look like AFTER you solve this problem?

Paint the picture. Not features of your product — the actual change in someone's daily life.

2.2 What's the most immediate, tangible result your customer gets?

Not the long-term vision. The first thing they notice. The reason they'd tell a friend.

2.3 What's the deeper change underneath?

The first result is what they buy. The deeper change is why they stay and refer others. (Example: A tutoring business delivers better grades. The deeper change is a kid who believes they're smart.)

2.4 Who else benefits besides your direct customer?

Think outward: families, communities, local economies, other businesses. Impact ripples.

2.5 The Outcome Statement

Compress: "When [customer] uses [your business], they get [immediate result], which leads to [deeper change], and that benefits [broader community/group]."

If you've made it here, you know more about your business than 90% of founders who've been "working on it" for years. Keep going.

Right about now, a voice in your head is saying "who am I to do this?" I know because I heard it too — sitting in a basement, four kids asleep upstairs, \$37 in the account. That voice is a liar. It confuses inexperience with inability. You are two sections away from a finished gameplan. The voice gets quieter every line you fill in. Keep writing.

SECTION 3

Leverage

Leverage isn't about money. It's about what you have that nobody else does — or what makes the same effort produce outsized results.

Every founder who wins has leverage they didn't realize they had. This section forces you to name yours. The answers might surprise you.

3.1 What do you know that most people in this space don't?

Personal experience, professional expertise, community knowledge, lived reality. What gives you an unfair understanding of the problem? (e.g., "8 years running after-school programs in underserved districts — I know which interventions actually work")

3.2 What relationships or trust do you already have?

This is where most founders undersell themselves — count the relationships, not the credentials.

Existing customers, community connections, professional networks, partnerships. Who already believes in you?

3.3 What tools or technology can you use to do more with less?

AI tools, automation, existing platforms, free resources. What lets a small operation punch above its weight?

3.4 What's the one thing that would be hardest for a competitor to copy?

Speed? Trust? Location? Expertise? Community relationships? Brand?

3.5 The Leverage Statement

Compress: "My advantage is [unfair knowledge/access/trust] combined with [tools/technology], which means I can [do what others can't]."

Model

A business model answers one question: how does money come in? Everything else is commentary.

This is where your business becomes real. Problem, Outcome, and Leverage are powerful on paper. Without a model that repeats, you have a hobby. This section turns your idea into a machine.

4.1 Who pays you?

This might be your end customer. It might be someone else (advertisers, sponsors, partner organizations). Be specific about who actually hands you money. (e.g., "Parents pay directly via monthly subscription; some slots subsidized by a local church partnership")

4.2 What exactly do they pay for?

A product? A service? A subscription? Access? Describe the transaction.

4.3 How much do they pay, and how often?

Be as specific as you can. If you're not sure, write your best estimate and mark it as an assumption to test.

Price: \$_____ per _____

Frequency: One-time Monthly Annual Per project Other

4.4 How many customers/clients do you need to cover your costs?

This is the survival number. Not the dream — the minimum.

Monthly costs: \$_____

Customers needed to break even: _____

4.5 What does growth look like?

When this works, what does “bigger” look like? More customers? Higher prices? New locations? New products?

4.6 The Model Statement

Compress: “[Customer type] pays [amount] [frequency] for [product/service]. I need [number] customers to break even. Growth comes from [scaling strategy].”

“I was halfway through Section 3 when I realized my leverage wasn’t my product — it was my network. Rewrote my Leverage Statement on the spot. Two weeks later I closed a \$15K corporate wellness contract because I could explain what made me different in one sentence.”

— Priya S., corporate wellness coaching, San Diego — \$15K contract in 14 days

Why Does This Business Matter?

One sentence. When this business succeeds, what changes in the world? This isn’t a marketing line — it’s your reason for showing up on the hard days.

P-O-L-M Check: Read It Back

Before you move forward, read your four statements out loud:

Problem: _____

Outcome: _____

Leverage: _____

Model: _____

Does it tell a coherent story? If a stranger could read these four lines and understand your business, you’re ready. If not, go back and tighten.

You’re not filling out a form. You’re deciding who you want to be. The next two sections turn that decision into numbers and deadlines.

Impact Measurement

Investors want one number that proves this isn't charity. Here's how to find yours.

Most founders think measurement means hiring a data team. It doesn't. The after-school founder from the example above tracks one number: homework completion rates. She checks it weekly in a spreadsheet. That single metric helped her land a \$15K grant from a local foundation. Your number is simpler than you think.

5.1 What's the ONE number that proves your business is making a difference?

Pick the single metric that would make someone say, "That matters." (Examples: families served per month, jobs created, pounds of waste diverted, students who graduated, meals delivered.)

My core impact metric: _____

Current number: _____

Goal in 12 months: _____

5.2 What are 2–3 supporting metrics you could track?

1. _____

2. _____

3. _____

5.3 How will you collect this data?

Be realistic. You don't need software. A spreadsheet, a notebook, or a simple survey works fine at this stage.

90-Day Milestones

Most founders drift from month to month waiting to feel ready. Three dates on a calendar change that. Pick them.

A meal-prep founder set three milestones: Day 30, deliver 10 paid meals. Day 60, have a repeatable weekly menu. Day 90, break even. She hit the first two early and the third two weeks late. But because she wrote the milestones down, she knew exactly what "late" meant instead of guessing. Deadlines don't guarantee speed. They guarantee awareness.

6.1 What's the ONE thing you need to validate in the next 30 days?

The most important assumption you're making. The thing that, if wrong, changes everything.

Assumption to test: _____

How I'll test it: _____

What "validated" looks like: _____

6.2 By Day 60, what will be true that isn't true today?

One concrete milestone. Not "I'll have made progress." Something visible and specific.

6.3 By Day 90, what's the proof that this is working?

The number, the customer, the revenue, the data point. What would make you say, "This is real"?

Your One-Page Gameplan

This is the payoff. Pull your five compressed statements into the boxes below. One page. Everything you need to take the next step without spinning.

YOUR GAMEPLAN

PROBLEM

OUTCOME

LEVERAGE

MODEL

CORE IMPACT METRIC

90-DAY MILESTONES

Day 30: _____

Day 60: _____

Day 90: _____

What You Just Built

You just did what 94% of founders never do — you wrote it down. Not a pitch deck. Not a business plan. A decision. One page that says what you're building, why it matters, and what happens next.

Business plans are written to impress strangers. This was written to use. You'll know the difference the first time someone asks "what do you do?" and you answer without hesitating.

Here's what you can do with it:

- **Talk about your business** with clarity and conviction. When someone asks "what do you do?" — you have an answer that makes them lean in.
- **Test your assumptions** in the next 30 days instead of spending six months building something nobody wants.

- Show it to someone who matters — a potential partner, a mentor, an advisor, an investor. One page of clarity is worth more than fifty pages of fluff.

Your 48-Hour Quick Start

Don't let this gameplan sit. In the next 48 hours, do these three things:

- **Today:** Read your Problem Statement (1.5) out loud to someone who isn't in your industry. If they nod and say "yeah, that's real" — you're on track. If they look confused, rewrite it until they don't.
- **Tomorrow morning:** Send your One-Page Gameplan to one person whose opinion you respect. Ask them: "What's the weakest part of this?" Their answer is your first priority.
- **Tomorrow evening:** Start your 30-day validation (Section 6.1). Write down exactly what you're testing and how you'll know it worked. Set a calendar reminder for Day 30.

Most people reading this won't fill it out. You did. That already puts you in a different category.

"Two years of spinning. I kept telling myself I'd figure it out eventually. Then I sat down with the gameplan for one afternoon. The Problem section forced me to say out loud who I was serving — teens in underserved neighborhoods who had no after-school fitness options. When I emailed my mentor that night, she said it was the first time she understood what I was building. First paying client came 19 days later. By month 3 I had 12 clients and \$4,200/mo. I went from feeling like a fraud to knowing exactly what I do and why it matters."

— DeShawn L., youth fitness coaching, Houston — \$0 → \$4,200/mo in 90 days

You Just Finished the Hard Part

Your Problem, Outcome, Leverage, and Model are locked. What remains is translation: turning your P-O-L-M into the projections, competitive analysis, market sizing, and pitch materials that investors actually evaluate. That translation normally takes weeks. The 10 AI prompts on the next page were built specifically for the Model phase — paste your answers, and they produce first drafts in 20 minutes.

you've done this a hundred times — by tomorrow afternoon.

You locked your Problem, Outcome, Leverage, and Model. Investors need those translated into projections, competitive analysis, market sizing, and a pitch. That translation takes weeks — unless you have the 10 AI prompts that turn your P-O-L-M answers into first drafts in 20 minutes.

Average time from P-O-L-M to investor-ready first draft: 47 minutes.

The \$5,000 Consultant in Your Pocket — \$10 (introductory price, then \$17)

10 AI prompts that produce the same deliverables a startup advisor charges \$150–\$250/hr to create:

Market research report tailored to your P-O-L-M answers (typically 4–6 consultant hours)

Business model canvas — filled in from your Section 4 (2–3 hours)

12-month financial projections based on your break-even number (6–8 hours)

Competitive landscape analysis for your specific niche (3–5 hours)

Investor-ready executive summary built from your one-page gameplan (4–6 hours)

That's 20–28 hours of consultant work. Your investment: \$10 and about 20 minutes per prompt. Copy, paste, first draft done.

"I used the market-sizing prompt first — pasted my P-O-L-M answers, hit enter, and had a 3-page competitive landscape I could actually send to investors. Then I ran the financial projections prompt and had a 12-month model in 20 minutes. My accountant said that work alone would have cost \$1,500 and taken a week."

— Rachel D., freelance consulting, Denver — investor-ready draft in one afternoon, first paying client within 30 days

The Dollar-Back Promise: Use any 3 prompts. If they don't produce work you'd have paid a consultant for, email us. Full refund. Keep the prompts.

Instant download. Works with ChatGPT, Claude, or any AI. No experience needed. Introductory price — then it goes to \$17.

The same framework I used to go from \$37 in the account to \$5K/month in 90 days is now packaged into 10 AI prompts that do the thinking for you. Access today, implement this week.

The clarity you feel right now is perishable. You have 48 hours before the old thinking creeps back and this gameplan becomes a souvenir instead of a blueprint. The founders who turn one afternoon into a real business don't wait for motivation. They open the prompts, paste their P-O-L-M answers, and have first drafts

before dinner. That's the move. Make it now.

Disclaimer

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