

BUSINESS IDEA

WHAT'S YOUR BIG IDEA?

IS IT A PRODUCT OR SERVICE?

WHAT MAKES YOUR IDEA DIFFERENT?

HOW WILL YOU STAND OUT FROM COMPETITORS?

WHY WILL PEOPLE WANT TO BUY YOUR PRODUCT/SERVICE?

BUSINESS NAME

IS IT CLEAR? MEMORABLE? UNIQUE?

TARGET MARKET + DEMOGRAPHICS

WHO ARE YOUR CUSTOMERS?
HOW OLD ARE THEY? WHERE DO THEY LIVE?

MARKETING

HOW WILL YOU TELL PEOPLE ABOUT YOUR BUSINESS?

WHERE WILL YOU SELL YOUR PRODUCT OR SERVICE?

PRICING

HOW MUCH WILL YOU CHARGE?

WHAT ARE YOUR COMPETITORS CHARGING?

PROFIT

HOW MUCH WILL YOU MAKE AFTER EXPENSES?
PROFIT = INCOME - EXPENSES

SALE PRICE/UNIT	COST/UNIT	PROFIT/UNIT
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WHAT WILL YOU DO WITH THE MONEY YOU MAKE?