
(Business idea title)

What are you selling and to whom?

RESOURCES

Team and Team's Personal Goals Who is on the team and what is everyone's role at this point? What kind of experience relevant to this idea do you have? What are the personal goals of the members for the business?**Other Resources** What important business resources do you already have? What resources are you still missing?

PRODUCT

Products - Services What kind of product or service will you offer? Price? What is its value for money from a customer perspective?**Customer Need** Who are your customers and in what (geographical) area does your company operate? What problem do you solve for your customer?**Competition** What options does the customer have to solve the problem? What is the price-quality ratio of competitors from the customer's point of view?

PROCESSES

Production How do you organize the production of your product or service? Where and how does it happen?**Sales and Marketing** How do you manage the sales and marketing of your product or service?

DEVELOPMENT

SWOT What are the internal strengths and weaknesses of your business, as well as external opportunities and threats?

Strengths:	Weaknesses:
Opportunities:	Threats:

Uncertainties What are the biggest uncertainties of your business idea? What things would be good to get more reassurance about, before making a bigger investment?**Timetable** What are your main future steps?