

## YOUR IDEA

### 1 Your Product or Service

What customer problem/need/want does it address?

### 2 Customer Alternatives

How else can the customer meet this problem/need/want?  
What competition do you have?

### 3 Competitive Advantage

Why would customer buy yours instead?

### 4 Risks & Challenges

What obstacles or hurdles do you anticipate?

## YOUR CUSTOMER

### 5 Ideal Customer/Business Type

What characteristics do your customers share?

### 6 Your Elevator Speech!

### 7 Marketing Plan

How will you reach your customers? How will you test the market?

### 8 Customer Retention

How will you collect customer info and build loyalty?

## HOW THE \$\$s WORK

### 9 Costs

What are your major start-up, fixed, and variable costs?

### 10 Pricing and Income Projection

What is your pricing plan? What sales do you project?

### 11 Important Relationships

What key business partners does your business depend on?

### 12 Measurements

How will you quantify whether the business is viable?

## Key Activities

What are the next tasks that need to be carried out?