**BUSINESS IDEA TITLE**

What are you selling and to whom?

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RESOURCES

**Team and Team’s Personal Goals** Who is on the team (including university and study program) 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?

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**Other Resources** What important business resources do you already have? What resources are you still missing?

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OFFERING

**Products - Services** What kind of product or service will you offer? At what price? What is its value for money from a customer perspective?

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**Customer Need** Who are your customers and in what (geographical) area does your company operate? What problem do you solve for your customer?

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**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?

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PROCESSES

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

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**Sales and Marketing** How do you manage the sales and marketing of your product or service?

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DEVELOPMENT

**Evaluation** Product-Market Fit: Are there customers that will buy your product or service at the price you want to ask over competing offerings? Feasibility: Do you have the resources and skills to build and produce a product that works as planned? Profitability: Will the business generate the amount of income and profit you want?

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| Product-Market Fit: |
| Feasibility: |
| Profitability: |

**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?

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**Timetable** What are your main future steps?

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