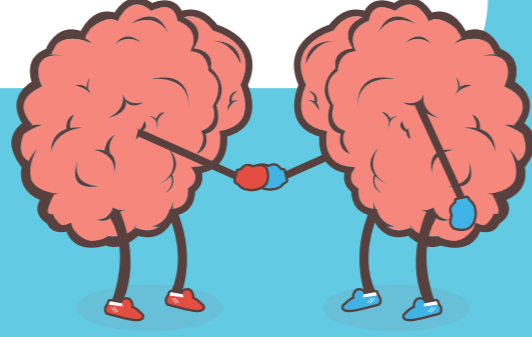


## 2 CUSTOMERS

- What is the size of the market?
- Who are your customers (e.g. age, gender & lifestyle)?
- How will you get your customers?



## 3 COMPETITORS

- Who are your competitors?
- What do your competitors do well and not so well?
- Why will people choose you ahead of your competitors?



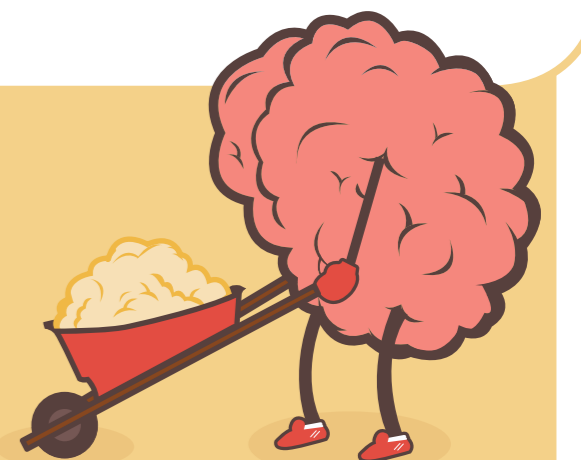
## 1 CONCEPT

- What is the idea? What does it do?
- What problem does it solve or need does it meet?



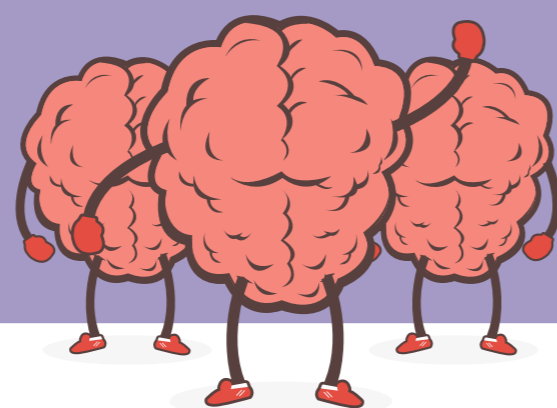
## 5 CONTENTS

- What are the necessary ingredients of the idea?
- What things will you need to do to make the idea happen?



## 4 COMPATIBILITY

- PASSION** – How much do you love the thought of running your own business? /10
- RESILIENCE** – How well do you think you stick to tasks when things get tough? /10
- COMMUNICATION** – How confident are you at communicating your ideas? /10
- PLANNING** – How well do you believe you plan and keep on top of things? /10
- NETWORK** – How much support do you feel you will get from your network (e.g. family, friends)? /10



### IN

- How will your idea make money?  
Try and break it down into sections as much as you can.
- What initial funding do you think you might need?

## 6 CASH

### OUT

- What are the things you will need to spend money on to make the idea happen?  
This is linked to the 'Contents' section so have a look back for some pointers.

