



BUSINESS IDEA WORKSHEET

SHAPE YOUR IDEA

Use this worksheet to slow the idea down, ask practical questions, and identify what you need to learn before investing significant time or money.

1. What is your business idea?

Describe the idea clearly. What are you actually proposing to do?

2. What problem does it solve or need does it meet?

Why would someone need, want, or value what you plan to offer?

3. Who is most likely to buy it?

Describe the customer as specifically as you can. Avoid saying 'everyone.'

4. What exactly will you sell?

☐ Product

☐ Service

☐ Both

☐ Not sure yet

Describe your main product or service:

5. Why would someone choose your business?

What could make your offer useful, different, convenient, accessible, better positioned, or more valuable?

THINK IT THROUGH

Research the idea, test your assumptions, and think through what it will take to make it work.

6. How will the business make money?

What will customers pay for? Think about pricing, frequency of purchase, and how revenue will be generated.

7. What will it take to get started?

Consider money, equipment, technology, supplies, licenses, skills, people, insurance, and space.

8. Who else is already doing something similar?

List businesses, competitors, or alternatives your potential customer could choose instead.

9. What evidence do you have that people want or need this?

Have people asked for it? Are customers already paying for something similar? How could you test the idea before investing heavily?

10. How will customers find you?

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| ☐ Referrals | ☐ Website | ☐ Social Media | ☐ Networking |
| ☐ Advertising | ☐ Walk-ins | ☐ Partnerships | ☐ Other |

11. What do you still need to find out?

Identify the biggest questions, assumptions, costs, requirements, or unknowns you need to research.

THE REALITY CHECK

Ask yourself: Is there a real customer? Is there a real need? Will someone actually pay for it? Can I realistically deliver it? Can it generate enough revenue to make sense? What assumptions am I making that I have not verified?

MY NEXT STEP

The one thing I will do next to test, research, or develop this idea is:

Target date: _____ Who can help me: _____

NEED HELP THINKING THROUGH YOUR BUSINESS IDEA?

Schedule a free 30-minute consultation at walterjamesbiz.com

Educational use: This worksheet is a business-development thinking tool and is not legal, tax, accounting, investment, or individualized financial advice. Verify applicable requirements and consult a qualified attorney, CPA/accountant, financial professional, insurance professional, or other licensed adviser when your decisions require that expertise.