



# BUSINESS READINESS & INITIAL PLANNING



A guided resource to help you map out your thoughts, assess readiness, and shape the foundation of an initial business plan.

## 1. FINDING YOUR 'WHY'

Why are you considering starting a business?

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Will it be something you pursue full-time, part-time, or casually?

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What excites you most about being a business owner?

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What concerns or fears come to mind?

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How do your personal values align with this business idea?

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Additional Notes: \_\_\_\_\_

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## 2. PERSONAL CAPACITY & READINESS CHECK

What would be your ideal role and time commitment look like within this business?

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What strengths do you already have that support this path?

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What would need to improve for you to feel more ready?

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Determine whether this is the right time to start your new business

*Rate yourself 1-5 (1 = low, 5 = high)*

Time capacity: \_\_\_\_\_

Financial readiness: \_\_\_\_\_

Support system: \_\_\_\_\_

Risk tolerance: \_\_\_\_\_

Confidence in your idea: \_\_\_\_\_

Additional Notes: \_\_\_\_\_

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### 3. PROBLEM & OPPORTUNITY EXPLORATION

What problem or unmet need have you noticed?

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How do people currently solve it?

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Who experiences this problem?

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How would your approach add value?

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Is the opportunity big enough (or meaningful enough) to pursue?

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Additional Notes: \_\_\_\_\_

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#### 4. YOUR (ROUGH) IDEA

Describe your business idea in one or two sentences.

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What products or services would you offer?

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What is your initial vision for the business?

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What sets your idea apart from other businesses?

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Additional Notes: \_\_\_\_\_

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## 5. CLIENT BRAINSTORM

Who would be your ideal customer or client?

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What are their goals, needs, frustrations, or purchasing habits?

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Where do they spend time (online/offline)?

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Why would they choose you?

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Additional Notes: \_\_\_\_\_

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## 6. EARLY FEASIBILITY SNAPSHOT

How would you deliver your product(s)/service(s)?

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Do you need equipment, tools, software, certifications, or space?

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What start-up cost might exist?

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Could you start small or test your idea before going all-in?

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Additional Notes: \_\_\_\_\_

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## 7. COMPETITIVE & MARKET LANDSCAPE

Who else is doing something similar?

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What do they do well?

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What gaps or opportunities do you see?

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How might you position yourself differently?

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Additional Notes: \_\_\_\_\_

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## 8. BUSINESS MODEL DRAFT

Potential revenue streams (include both primary and secondary):

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Pricing ideas:

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Will you operate online, in-person, hybrid?

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Are there potential partnerships, network connections or channels to leverage?

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Additional Notes: \_\_\_\_\_

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## 9. FIRST ROADMAP (IF YOU STARTED TODAY)

What small tests or experiments could validate your idea?

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What would your top priorities be in the first 30, 60, 90 days?

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What would success look like at the 6-month mark?

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Additional Notes: \_\_\_\_\_

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## 10. DECISION-MAKING REFLECTION

Based on this worksheet, how are you feeling about starting a business?

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What excites you the most?

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What feels like a blocker?

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What support or information do you need next?

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Additional Notes:

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## NEXT STEPS & RESOURCES

Questions to research:

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People to talk to:

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Skills or knowledge to build:

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Free or low-cost ways to test your idea:

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Additional Notes:

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