



NAME..... COURSE..... CONTACT.....

BRIEF INTRODUCTION OF SELF AND ENTERPRISE IDEA:

YOUR ENTERPRISE TYPE? ✓ E1 E2 E3 E4 E5

BACKGROUND

Why do you want to start this enterprise?

How did you arrive at this decision?

What is your overall goal for your enterprise?

SOLUTION

What problem does your enterprise idea solve?

How big is the problem for your target market?

What businesses or consumers will buy your product/ service?

MARKET

Who would be your key competitors?

How easy will it be to enter your target market?

How easy is it for someone to marginalise or copy your idea?

MARKET ADOPTION

What are the main selling points of your idea?

Who would be your first customers and why?

What channels will you use to sell your product/ service?

COMMERCIAL

How will your idea make money?

How have you determined a price point?

What commercial model(s) are you going to use?

TEAM

Will it be just you in your business or other founders as well?

What other skills and experience will you need to make your idea work?

Do you want to be CEO/ MD of your business or would that be someone else?

FINANCIALS

Have you or anyone else put money into your enterprise idea?

What revenues do you expect to generate, year 1, year 2, year 3?

Do you know what your operational overheads will be per annum?

RISKS

What are the key risks that could affect your enterprise idea?

How long can your enterprise operate before it runs out of money?

Are there any regulatory changes that might affect your idea?