

Answer each question with one or two short sentences.

OVERVIEW

What will you sell?

Who will buy it?

How will your business idea help people?

KA-CHING

What will you charge?

How will you get paid?

How else will you make money from this project?

HUSTLING

How will your customers learn about your business?

How can you encourage referrals?

SUCCESS

The project will be successful when it achieves these metrics:

Number of customers

or

Annual net income

(or other metric)

OBSTACLES / CHALLENGES / OPEN QUESTIONS

Specific concern or question #1

Proposed solution to concern #1
