

Business Name

Business Identity

[Explain who you are and what your business does in one or two sentences]

What environmental problem are you trying to address or problem you are trying to solve?

[What is your potential customer's problem and why does your customer need your product?]

What is your solution?

[What is your product and how does it solve your customer's problem? What makes it unique?]

Who is the target market?

[Who is your ideal customer and how many of them are there potentially?]

Who is the competition?

[What other products and services do your potential customers use today to solve their problems? How are you better than the competition?]

How do you / are you going to sell it?

[How and where – what will be the process?]

What marketing activities are you planning?

[How will you reach your customers?]

How will this make money (Revenue)?

[What products / services will generate income?]

What will be your costs (Expenses)?

[What will you spend the most money on?]

How will your plans be funded?

[What funding do you have / or need? Personal money, loans, grants]

What are your next steps (Milestones /Goals)?

[What do you need to get done to take your business from idea to reality?]

Key Roles, Partners?

[What do you need help with / who will help you? What expertise do you have or need?]

Resources?

[What do you need help with / who will help you? Equipment, premises etc.]