



Business Ideation Guidelines

Read this guide carefully and use the second sheet to write down your business idea

The Business Opportunity

What problem are you solving? What challenges & pain points will you resolve for users?

Company description

What does your company do? What challenge(s) does your company solve?

Team

Who is involved in this endeavor? Why are they the right people to be on this team?

Industry analysis

Who are your competitors? What are some key factors related to being successful in your industry?

Target market

Who are you targeting? Who makes up your target audience? Who are your target segments, buyer personas, and ideal customers?

Implementation Timeline

Briefly, how will you roll out the business? Which phases will be involved?

Marketing Plan

Which channels and platforms will you use to reach and convert your target audience? Where will you meet your audience?

Financial Summary

Briefly, how will you roll out the business? Which phases will be involved?

Funding Required

What amount of funding will you require from investors? Where will that funding go?

Note:

- Take a printout of the next page and fill your details accordingly.
- This template serves as a starting point. It's designed to guide your thought process and ensure you consider important aspects of your business during the ideation stage.



Business Ideation Template

Write your details carefully in the given boxes below

The Business Opportunity

Company description

Team

Industry analysis

Target market

Implementation Timeline

Marketing Plan

Financial Summary

Funding Required