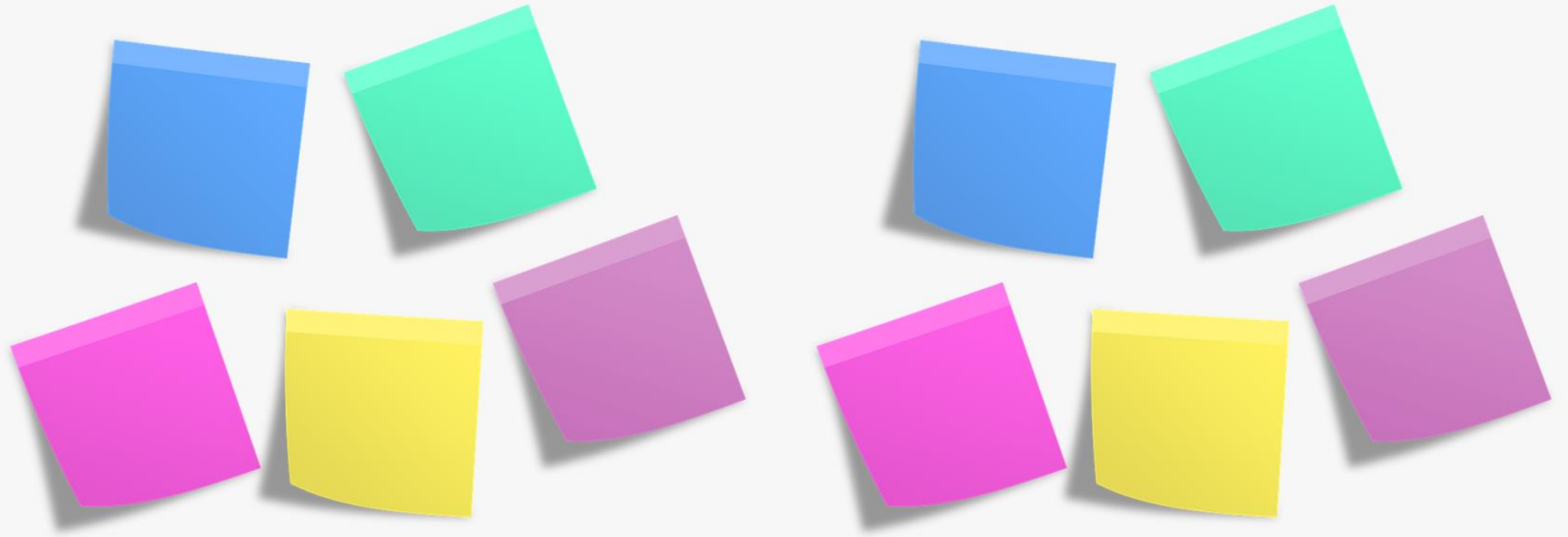
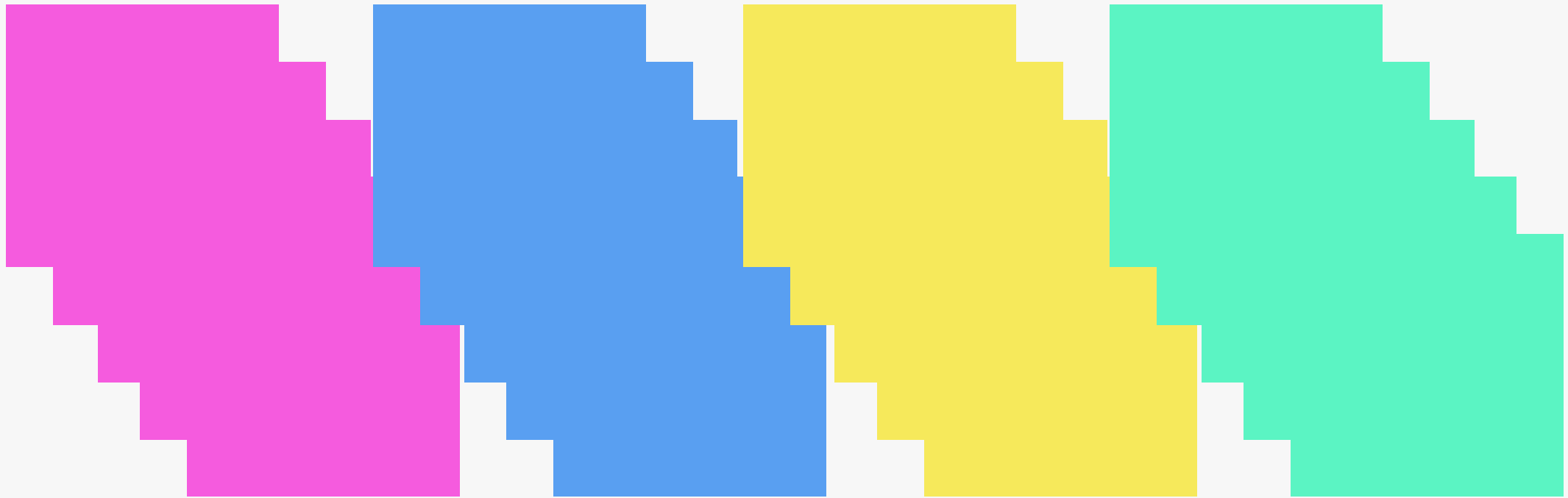


List all your ideas for products or services



Arrange your business ideas according to different criteria:

1. Time – urgent or may wait
2. Size – big or small
3. Resources – available or not yet
4. Competencies – you have or you need to develop



Choose an idea that you want to see whether it is an opportunity

Describe your
business idea

What problem
does this idea
solve

Who has this
problem

How your
idea is
different from
the existing
solutions

Test your idea with your potential customers

How will you
find your
potential
customers

How will you
reach them

How will you
test your idea
with the
customers

How will the
customers
buy your
products or
services