

My mission

What do I want to do and why do I want to do it?

My enterprise start up

What's the problem for my customers?

1.

2.

3.

What is my solution?

1.

2.

3.

How will I make money?

1.

2.

3.

Marketing - Who? How? What?

Who are my ideal customers?

How will I reach them?

What's my pitch?

Who is already doing something similar? How might we work together or learn from each other?

The WORLD around me

LEGAL: What type of business will I be in?

Now? 5 years?
(Sole trader, CIC, Workers Cooperative)

What is happening in the world and how might it affect me?

SOCIAL AND ENVIRONMENTAL ISSUES?
POLITICAL HAPPENINGS?
TECHNICAL ADVANCES?
ECONOMIC INCENTIVES?

What else might affect me?

Are there any assumptions I am making?

The money

There is another sheet for this

Personal responsibility

Will I take the actions necessary to achieve what I want? YES/NO

Obstacles

What's the main thing that's stopping me?

How will I overcome this?

Repeat. How else? What else?

Risks

What's most likely to go wrong?

How will I minimise these?

What are the risks of not doing this?

Repeat - What else? How else?

Things I need

What assets or resources might I need?

Where might I find them?

How do I find the best deal? (How else?)

Who might help me? (Who else?)

People and organisations

What reasons are there to involve them?

Who might get involved?

How might I reach them?