

Developing Your Business Idea Worksheet

This worksheet is designed to help you in the initial stages of your business planning. These questions will help you identify areas you may need assistance with. For more information, call us at 905-825-6000, ext. 7900 or email us at smallbusiness@halton.ca.

1. Your vision: What is your business idea? (Ideally you should be able to communicate your business idea in a few clear sentences.)

2. a) Who will buy your product? (How old are they? Where do they live? How much money do they make? What interests them? How will they know you exist?)

b) How do you know this?

3. How much money will you need to start your business?

4. a) How much money will you need to earn to meet your personal financial needs?

b) What are your business financial goals?
