

Business Brainstorming Worksheet

Personal inventory

What are things I know about? (e.g. clothing)

Who are groups I know about? (e.g. skaters)

What things do I love doing? (e.g. skiing)

What things can I do well? (e.g. writing)

Personal Goals

What are my career goals? (e.g. to practice engineering)

What do I want my work life to be like? (e.g. be outside)

How do I define success? (e.g. not being stressed about money)

Personal Beliefs

What values are important to me?

What would make me proud to own a business?

What benefits do I want to provide to others?

Community Assessment

What do people in this area want? Where is there unmet demand?

What do people in this area need?

What would strengthen the economy and make it more resilient?

Look at your answers above and jot down below at least three business ideas:

Developing Your Business Idea

Take your best idea and answer the following questions to the best of your ability:

Who produces/sells

What product or service

To Whom

How

Where

In What Quantity (size of market)

For What Cost (cost per unit)

At what price (price per unit)

For What Profit

