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

Value Proposition

Now create a value proposition. A value proposition tells both customers and investors in simple terms what they will receive from your product or service, what makes you special, and why they should buy from you instead of someone else. There are generally three parts to a value proposition and a visual that supports the text:

1. Headline - What is the end-benefit you're offering in 1 short sentence. You can mention the product and/or customer but the headline must grab attention.

Example: Animas High School, we accomplish great things together

2. Sub-headline or a 2-3 sentence paragraph - A specific explanation of what you do/offer, for whom and why is it useful.

Example: We are a public, free charter school in Durango, Colorado. We offer a rigorous, personalized college preparatory curriculum that is engaging and meaningful. We deliver our curriculum through projects. That means that our students have the opportunity to apply their learning through relevant, real-world experiences. We have based our school off of a wildly popular and successful model from California called High Tech High (www.hightechhigh.org).

- 3. List the key benefits or features Here are the AHS features:
- Engaging education
- Rigorous academics
- A culture of excellenceStrong faculty-student relations

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The Pitch

1. Start your pitch adapting the headline from your value proposition
2. Next put the bullet points in your value proposition into a sentence.
3. Follow this with a version of your explanatory paragraph about what those benefits mean (#2 in your value proposition). This can be general or break each bullet point down.
4. Next convince your audience you know your customers and what they want.
Example: "We primarily will serve" OR "Our target market is" THEN "What they want is" OR "Our research shows"
5. Tell us why your product fits this need and how it's different than the competition:
Example: "Our company gives them this by offering" AND "The other options don't" OR "Our advantage is" OR "We're different because"
6. Ask for what you need and give the investor a feeling of belonging
Example: "All we need to get started is" AND "We'd love to have you as a partner as we
7. Be prepared to answer questions about product, pricing, and costs.
Notes: