

Questions for Business Start-Ups

Section of Proposal	Question(s)	Tool/Concept
1. Executive summary	What is my business? <ul style="list-style-type: none"> • What is the product or service? • What values stand behind my product? 	Value proposition
2. Market Analysis	What is the market for my product? <ul style="list-style-type: none"> • Who will want my product • How many of them are there? • Where do they live/shop? • What are important characteristics? What influences the market for my type of product/service? <ul style="list-style-type: none"> • What will affect supply? • What will affect demand? • Who is the competition? • What will set me apart? 	Markets Supply and demand Perfect competition vs. monopolies Market failure
3. Products & Services	How do I make my product or service? <ul style="list-style-type: none"> • What are the inputs? • Where will I get the inputs? • Can I make my product more sustainable? • How much do these inputs cost? • How can I lower my costs? How much should I produce? <ul style="list-style-type: none"> • Are there economies of scale I can capture? • Should my business use an artisan model for production? 	Fixed vs. variable inputs Fixed vs. variable costs Total cost curve Marginal returns Marginal costs Economies of scale
4. Marketing Strategy	How will I sell my product? <ul style="list-style-type: none"> • How will I distribute it? • How will potential customers know about it? How much will I charge? <ul style="list-style-type: none"> • How will customers respond to different prices? 	Advertising Equilibrium price Elasticity of demand

<p>5. Organization & Management</p>	<p>What type of business should I be?</p> <ul style="list-style-type: none"> • Who and how should make decisions? • Who else do I need to succeed? <p>What's the best size for my business?</p> <ul style="list-style-type: none"> • How much should I produce? • How many workers should I hire? • What will their jobs be? • How much will I pay them? <p>What are the risks?</p> <p>How will I measure and monitor performance?</p>	<p>Business structure</p> <p>Economies of scale</p> <p>Supply and demand</p> <p>Minimum vs. livable wage</p>
<p>Financial Management</p>	<p>How much do I need to get started?</p> <ul style="list-style-type: none"> • How long before I start making a profit? <p>Who will invest in my business?</p> <ul style="list-style-type: none"> • How much do I need? • What is the potential return on investment? • What is the potential profit? 	<p>Fixed and variable costs</p> <p>Profit maximization</p> <p>Capital</p>