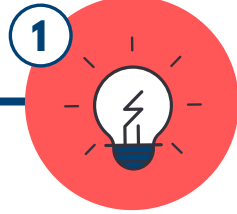




BUSINESS START-UP — IDEA

**RESEARCH
WORKBOOK
I**

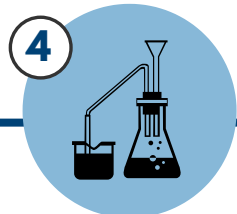
YOUR IDEA THE FIRST PART OF YOUR RESEARCH



1
**What is your
idea?**



2
**Who is your
customer?**



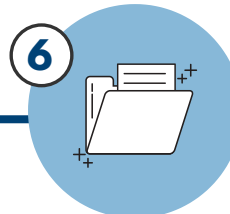
4
**Your
Experience -
helping you start**



3
**Your
Market - How do you
compare & compete?**



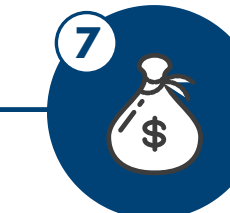
5
**Business Skill
helping you start**



6
**Management &
Admin**



8
Reserves



7
**Have you got the
money?**

WHAT IS YOUR IDEA?

THE FIRST MODULE OF 8 ON PLANNING TO START YOUR OWN BUSINESS

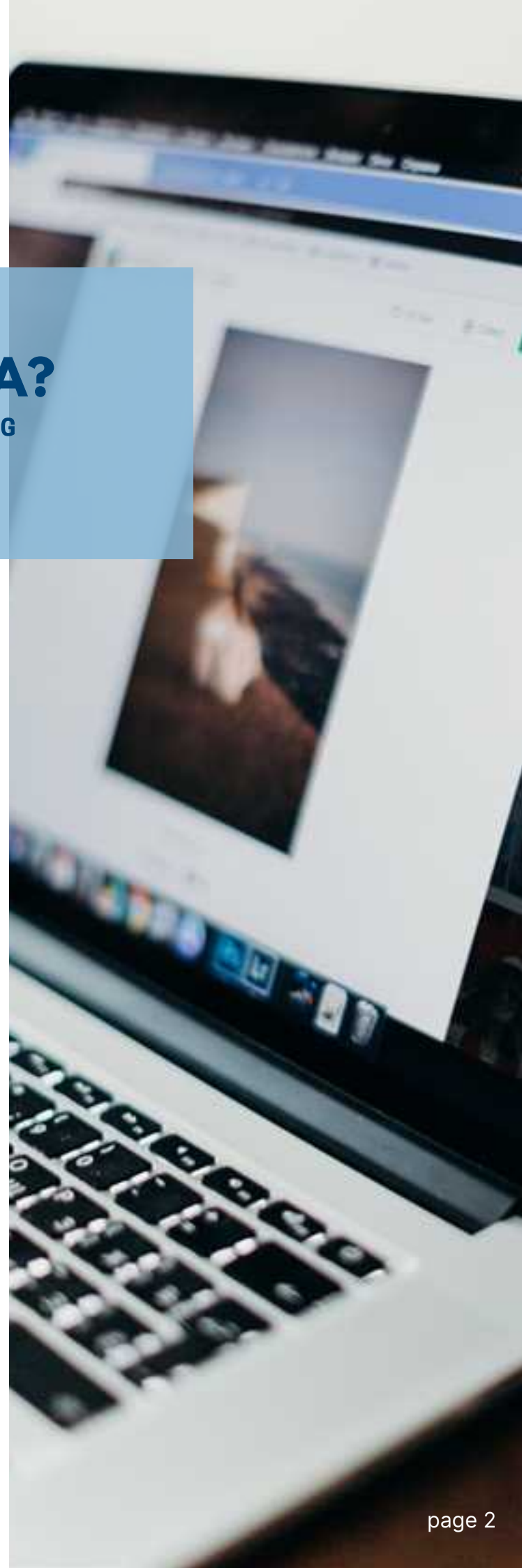
Your first step is to get clear on your idea. The greater the clarity, the more likely it is that you will be successful.

This workbook focuses on the five questions under What is your idea? part of my checklist. **[Download it here](#)**

Under each question there are exercises which will help you think in greater depth about what you want to do. Develop your thoughts will save time, money and resources as you test it in the market place.

You will look in more detail as to what your idea is, how you can build it and what you will do next.

This workbook should be used in conjunction with the accompanying video which explains the background.



Qu 1 Describe Your Idea

1. WHAT DOES IT DO?

2. WHAT ADVANTAGES DOES IT HAVE?

3. WHO WILL USE IT?

4. WHEN WILL THEY USE IT?

5. WHERE WILL THEY USE IT?

Qu 2 How Can you make or supply your product or service?

1. HOW WILL YOU MAKE IT?

2. WHERE DO YOU GET THE THINGS YOU NEED?

3. HOW WILL YOU DELIVER IT TO THE CUSTOMER?

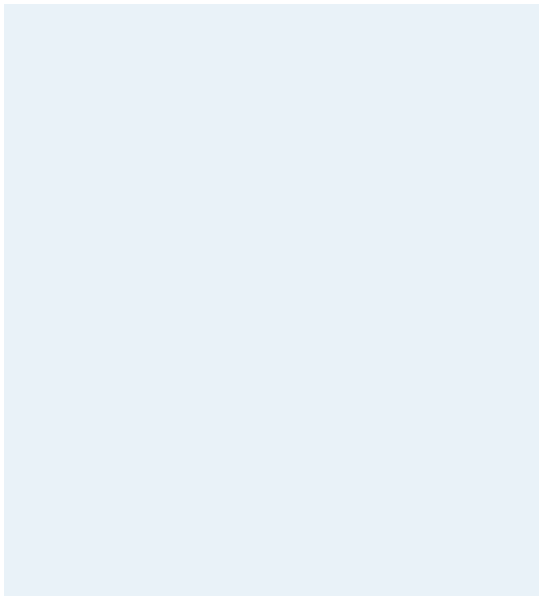
4. WHO WILL YOU NEED TO HELP YOU?

5. WHAT SPECIALISED TOOLS OR MACHINERY YOU NEED?

Qu 3 Do you have a draft or mock up?

01

DO YOU HAVE A DESIGN?



02

WHO CAN HELP YOU MAKE IT?




03

HOW LONG WILL IT TAKE?



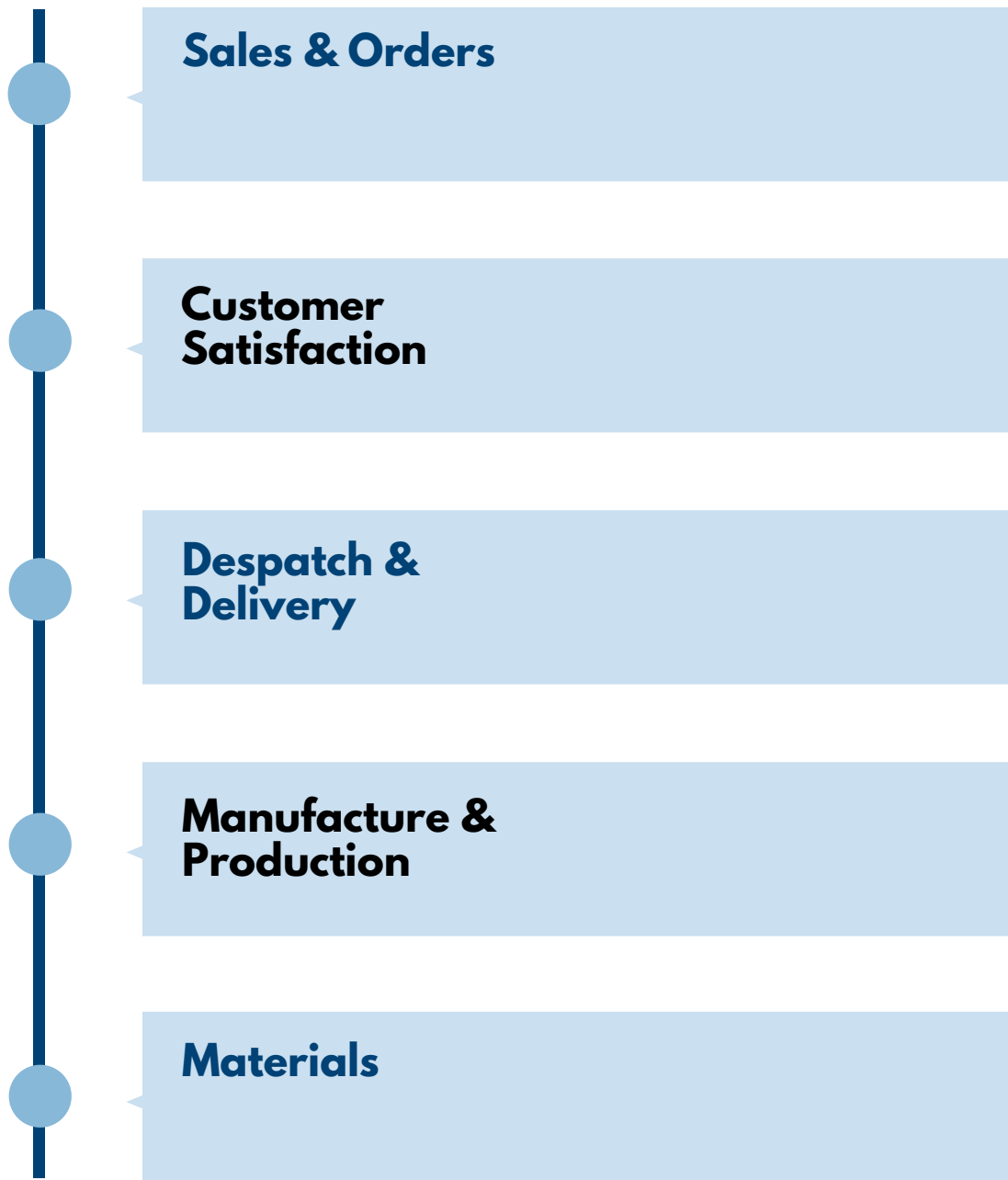
04

WHAT DOES IT LOOK LIKE?



Qu 4 Do you have a product or service that you can sell?

Write down and map out your production & delivery process:



QU 4 DO YOU HAVE A PRODUCT OR SERVICE THAT YOU CAN SELL?

4B

WHAT IS THE PRICE?

4C

WHAT ARE YOUR PAYMENT TERMS?

4D

HOW ARE YOU GOING TO DELIVER IT?

Qu 5 Do you have plans to improve it?

MAIN SUBJECT

VERSION 1.1?

POTENTIAL PRODUCTS?

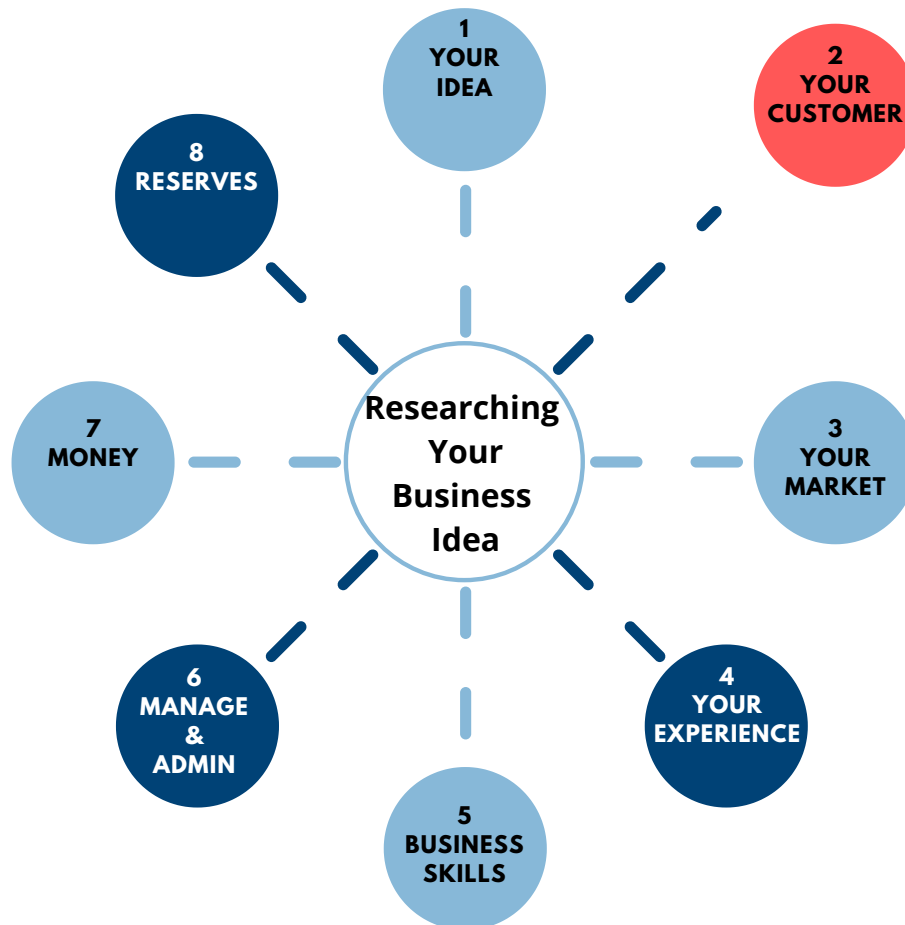
ADDITIONAL SERVICES?

NEW CUSTOMERS?


NOTES

THE NEXT STEP

THE CUSTOMER



Now that you have more clarity about your idea you need to define your customer. The next worksheet will take you through another five questions to develop your understanding of who they are and how they value your offering.

A top-down view of a white desk. On the left, a portion of a silver laptop is visible. In the center, a silver pen lies horizontally. Above it, a coiled silver braided cable is tied with a black strap. To the right, a silver mesh pencil holder contains several pens and pencils. A blue rectangular box is overlaid on the lower half of the image, containing white text.

**"Ideas
are easy.
Implementation
is hard"**

GUY KAWASAKI

**i james
talbot**

i www.jamestalbot.net