

IDENTIFY YOUR BUSINESS OPPORTUNITY

Answer the following questions so that you can understand how to identify your business opportunity:

1. What is the problem you're aiming to solve?

Provide a brief description of the problem you're aiming to solve.

2. Who does your problem impact? Describe the group of people this problem impacts.

Do lots of people really care about this problem? Or is it more of a "nice to have"?

3. Describe your solution and how it will solve the problem you've identified.

Provide a brief description of your proposed solution and how it solves your customers problems.
