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| Title of business idea  otsikko |  |
| Contact person |  |
| Team (Skills – Goals – Schedule)  1. What kind of relevant skills/experiences does your team have? 2. What kind of financial success are you aiming to reach with this business? 3. What kind of a schedule do you have? | | |
| 1.  2.  3. | | |
| Customer segments (Need – Competition – Size)  1. Who are your customers and what is their problem/need? 2. Who are the competitors who could solve your customers’ problem? 3. Will you serve a particular geographical area, and how many potential customers are there? | | |
| 1.  2.  3. | | |
| Solution (Product – Benefit – Production)  1. What is your product/service and what is the price? 2. What are the benefits of your product/service when compared to those of your competitors? 3. How do you organise the production of your product/service? | | |
| 1.  2.  3. | | |
| Marketing (Attention – Purchasing– Distribution)  1. How do you get the attention of your customers? 2. How does the purchasing happen? 3. How do you deliver the product/service to your customer? | | |
| 1.  2.  3. | | |
| Financials (Variable costs – Fixed costs – Funding)  1. What are the variable costs of your business? 2. What are the fixed costs of your business? 3. What amount of funding will you require from (external) investors? | | |
| 1.  2.  3. | | |
| Threats (Risks – Plan)  1. What are the threats, uncertainties and risks in your business idea? 2. How are you prepared for them or avoiding them? | | |
| 1.  2. | | |