



- Start A Business in 30 Days Program -

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Name 5 businesses or entrepreneurs you admire, and why?

1. _____

2. _____

3. _____

4. _____

5. _____

What Business models do you want to structure your business after, and why?

What is innovative or different about your business idea?

What problem does your business solve?

When it comes to the look and feel you want your business to exude what things would you mashup? This could be a mashup of any 2 or more nouns you can think of. For example it could be Frank Sinatra, Paris, & a 1964 Mustang. They don't have to make sense yet.



Why do you want to start a business?

How much money do you have to invest in this business? _____

How much time do you have to invest daily in this business? _____

What length of time are you willing to dedicate to your business, a week, a year?

If I invest X number of dollars in the business and have not received any money back, I would have to fold the business. What does X= for you?

How much money can you afford to invest before seeing a return?

How much money will you need to invest before you see a return?

What is your estimated timeframe for your business to begin generating income?

How can you ensure this timeframe is accurate?

Have you conducted any research to see what competitors exist?

Yes No

How?

Where?



What were your findings?

Who are your top 3 competitors?

What is your competitive advantage?

Is there enough space for you to be competitive in this lane?

Yes No

Summarize/describe your business in one sentence.

What is your business motto/slogan?



- People, Process, Product -

What makes your 3Ps as good or better than the competition?

People:

Process:

Product:

What have you done to develop or improve them?

People:



Process:

Product:



- Personal Financial Analysis -

Monthly income after taxes		
Additional sources of income		
Total income:		

Housing mortgage/rent		
Groceries		
Car note & insurance		
Utilities: cable/electric/internet		
Cell phone		
Student Loans		
Credit card 1		
Credit card 2		
Credit card 3		
Tithe/charitable contributions		
Savings		
Recreational activities		
Total minus income:		

