

Concepting Business Idea

1

Business Idea Analysis

What is your Big Idea

Is it a product or a service?

What problem will be solved by your product or services?

How does it solve the problem

2

Target Market

Who will your customer be?

1. Gender:

2. Age Range:

3. Location:

4. Behavior:

3

Competitor Analysis

Who is your biggest competitor now

1. _____

2. _____

3. _____

4. _____

How will your product/services stand out from the competition

1. _____

2. _____

3. _____

4. _____

4

SDG Implementation

How does your business idea support the Sustainable Development Goals (SDGs)?

5

Industry Analysis

What industry does your business idea belong to?

What are the lates technologies or innovations in this industry that will support your business idea

6

Unique Selling Point

What benefit / special values does your business offer to customers?

Please describe your business in one sentence that shows what makes it special

7

Product/Service Name

What is The Best Name for your business idea?

8

Price

Determine the price range for your product or services