##### 1. Problem/Opportunity

* What is the social and/or business problem (Is there more than one

##### 2. Solution

* What is your solution?
* What is your value proposition?
* How innovative is it?
* What are your main actions?

##### 3. Compliance

* What type of insurance/s do you need?
* Will you be VAT registered?
* What business structure is the right one for you (e.g., ltd company)
* Do you need to speak with a legal advisor?
* Do you need certification of competency, authority of credibility?
* Do you need any professional accreditations to start your business/gain credibility?

##### 4. Competitors

* Who are your competitors?
* What is your USP/UPD? (Unique selling point/Point of difference)

##### 5. Social Impact

* How do you measure impact?
* How do you communicate your impact?
* Who are the beneficiaries?
* How will they benefit?

##### 6. Target Customer

* is your target customer?
* How will you connect with them?
* What channels will you use to connect with them?

##### 7. Resilience

* How will you demonstrate personal resilience?
* How will you build organisational resilience?

##### 8. Gaining credibility

* What credibility are you seeking?
* What do you need to build credibility?
* How will you achieve this?
* How will you measure success?

##### 9. Purpose

* Why have you chosen this?
* Are you emotionally attached?
* What is the balance between the social and business agenda?

##### 10. Network

* What communities do you need to engage with?
* Are there any collaboration possibilities?

##### 11. Funding your business

* How will you fund the business?
* How will you get the right type of investment?
* How much money do you need to start?

##### 12. Costing your business

* What are the main costs of the business?
* What other resources do you need to start?