##### 1. The purpose

* What is the balance between your agenda and the business agenda? Why have you chosen this?

##### 2. Problem and opportunity

* What is the business problem(s) or business opportunity?
* What research do you need to do, to prove there is a market?

##### 3. Solution and value proposition

* What is your solution and value proposition?
* How innovative is it? What is your Unique Selling Point?
* What testing will you do to prove that your solution will work?

##### 4. Competitors

* Who are your competitors? How does your offer differ?
* What is each of your competitor's market share?
* What potential threats do your competitors pose?

##### 5. Target customer

* Define your target customer. Why will they buy from you?
* How will you connect with them? What channels will you use?

##### 6. Generating income

* What is your pricing structure and range?
* What research have you done to decide your pricing?
* Do you have any alternative income methods?

##### 7. Funding and resourcing your business

* How much money do you need? What are the main costs?
* Do you need investment and are you investment ready?
* What other resources do you need to start trading?

##### 8. Gaining credibility

* What credibility are you seeking and who with?
* How will you achieve this? How will you measure success?

##### 9. Network

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

##### 10. Compliance

* What type of insurance do you need?
* What business structure is the right for you? Will you be VAT registered? Do you need to speak with a legal advisor?
* Do you need certification of competency, authority, or credibility?

##### 11. Resilience and risk

* How will you demonstrate personal resilience?
* How will you build organisational resilience?
* What are the main risks and how will these be dealt with?