

Business Ideas Generator Canvas

Before you start preparing for a business, it is important that you have a strong business idea. You might have several ideas, be absolutely certain about your plans or still wavering.

Your business idea should have some vital ingredients to make it work in the long run. Work your way through the questions below and make sure that you are honest with yourself.

The questions below will also help you define your business idea.

<p>1. What are your passions/interests/hobbies?</p> <p>E.g., I love the outdoors, I enjoy keeping fit, I enjoy cooking</p> <p>1 2 3 4</p>	<p>2. What are your skills/strengths/qualifications?</p> <p>E.g., I am good with animals, I enjoy dealing with people, I have a diploma or certificate in teaching yoga, hairdressing, food preparation etc</p> <p>1 2 3 4</p>	<p>3. What needs have you identified that you are trying to meet? People/Community/Area/Wider world</p> <p>E.g., There are many older people with dogs in this area, many people would benefit from attending yoga sessions to reduce stress, there is a lack of outdoor catering in our local park</p> <p>1 2 3 4</p>
--	---	---

4. Bringing together 1-2-3

- What product or service could you offer? E.g. dog walking/sitting
- Who could be your customers? E.g. park visitors, people on their way to work
- Who could benefit and how? E.g. Older people not have to go out and walk their pet, my yoga classes will reduce stress

....and you should have a pretty good idea what would suit you well by now!

