

SESSION 1 BUSINESS CONCEPT FEASIBILITY ASSESSMENT

Please read the following 10 statements and assign up to 10 points based on your level agreement with each statement. You can rate each statement with any number of points between 0 and 10 based on how much you agree or disagree with it. The more you agree with a statement, the more points you can assign to it. If you do not agree with a statement, then you can give it 0 points. The total sum of points you assign can not be higher than 10.

| Topic | Statement | Point |
|-----------------------|--|----------|
| Idea Feasibility | I know that my idea is serving an unmet need and solving an unserved need. | |
| | I know that my product / service could be expanded to gain additional customer groups. | |
| Market Identification | I know who my potential buyers are. | |
| | I have a clear value proposition for my potential buyers. | |
| Implementation | I know what it will take to start my business. | |
| | I know what it will take to run my business. | |
| Funding | I understand what it will take to obtain funding. | |
| | I have a plan to fund by business start. | |
| Personal Readiness | I am ready to work hard to achieve my business goals. | |
| | I understand the challenges laying ahead and have a plan to tackle them. | |
| TOTAL SCORE | | 0 |

| Total Point Structure | What It Means | Next Steps |
|--|---|---|
| If "Idea Feasibility" got the most points | Congratulations! It seems that you feel ready to move forward. You know that you have an idea that solves a potential customer pain point. That is one of the solid foundations a business needs to succeed. This workshop will help you further evaluate your idea and provide the necessary data to make an educated decision. | Schedule your next counseling session to finalize your plans. |
| If "Market Identification" got the most points | Knowing your customers is paramount and having a clear value proposition for them is what leads to making a potential sale into a closed sale. This workshop will help you use your strengths to further evaluate your idea and provide the necessary data to make an educated | |
| If "Implementation" got the most points | This section is where most people score low, so you definitely have an edge. Strategy and process do make a difference in a small business environment and are often a competitive advantage. This workshop will help you use your strengths to further evaluate your idea and provide the necessary data to make an educated decision. | |
| If "Funding" got the most points | Funding can sometimes be the dream killer for entrepreneurs, so you have a leg up on most aspiring business owners. This workshop will help you evaluate your idea and provide the necessary knowledge to plan your business right. | |
| If "Personal Readiness" got the most points | Many entrepreneurs often do not realize how their life will be impacted by starting a business. It is good that you understand the challenges and are ready to overcome them. This workshop will help you use your strengths to further evaluate your idea and provide the necessary data to make an educated decision. | |
| If you did not agree with any statements | Starting this workshop with an open mind will allow you to fully understand what it takes to start and run a business. Make sure you understand all aspects before making a "go, no-go" decision. | |