

## **10 Questions to Consider When Starting a New Business**

The following questions should be considered when starting a new business; they also make up the executive summary of a business plan. Briefly write out your thoughts related to the following issues.

### **1.) What is the Product/Service?**

### **2.) What is its Unique Value Proposition?**

1. What makes it different or better

### **3.) What is the Market Opportunity?**

1. What problem do you solve
2. How large is the market
3. How fast is the market growing
4. Who is the competition

### **4.) How do you Make Money?**

1. What is the revenue model

### **5.) Who is the Management Team?**

1. How are they uniquely qualified

### **6.) What is the Strategy?**

1. What is the long term goal
2. What are the 3, 6, 9, & 12 month milestones

### **7.) How do you Sale or Market your Product/Service?**

### **8.) How Much Capital Do You Need/Intend to Raise?**

1. What are the Primary Start-Up Costs?

### **9.) What are the Projected Financials for the Company?**

1. What is the projected income statement

### **10.) What is the Preliminary Valuation of the Company?**

1. How much would you sell a percentage of your company for?