



Exploring Business Options Assignment

What skills do you have that you can provide as a service or use to create a product you can sell? List four of your skills and four of your interests.

Skills

Interests

1.

1.

2.

2.

3.

3.

4.

4.

Is there a particular industry or market you want to work within? List three industries or markets that interest you.

1.

2.

3.

Based on your previous answers, brainstorm and list seven business ideas.

1.

2.

3.

4.

5.

6.

7.

Select two options from your list of business ideas. Conduct research on the two ideas you selected, and consider the following questions while doing your research:

- Who else is doing something similar?
- What need does this business idea solve?

After completing your research do the following for one of your ideas:

- List three companies, people, or solutions that come as close as possible to your business idea.
 - 1.
 - 2.
 - 3.
- Write at least two paragraphs explaining the need for your idea and how your business idea solves that need.

What type of people would be your primary customers? (Think about who needs this, and describe them.) List two potential customers. Describe why they would be interested in your product/service in two or three sentences.

Customer 1

Customer 2

Entrepreneurs are always learning and improving to bring their ideas to life. List three subjects you want to know more about to make your business idea a reality. Then list three ways you could learn more about each subject. You could list things like people you know and could meet with, books you could read, classes you could take, podcasts you could listen to, etc.

First subject you want to learn about.

Ways you could learn more about that subject.

- 1.
- 2.
- 3.

Second subject you want to learn about.

Ways you could learn more about that subject.

1.

2.

3.

Third subject you want to learn about.

Ways you could learn more about that subject.

1.

2.

3.