# The concept/product/idea:

Please give an overview of your business idea?

What gap, need or opportunity does your business idea meet or solve and to whom? Please provide evidence of research you have undertaken to support your answer.

What motivated or led you to your idea?

What do you consider to be innovative or outstanding about your business idea?

# The market:

What is your intended business sector?

Who is your target market? Please be as descriptive as possible as to who they are and what they will benefit from what the business offers.

How will you reach your target market? Focus on marketing message, channels, costs and expected return on marketing spend.

What is unique/relevant about your product/service offering?

Who will the main competitors and where are they based?

What are their strengths and weaknesses and market shares?   
Explain why your potential customers would buy your product/service over theirs.

What market research has been done and how?  
Was it primary or secondary research? What are your sources?

# Operations, risks and management:

How will you produce your product/service?

What are the company’s Strengths?

What are the company’s Weaknesses?

What are the Opportunities in the market?

What are the Threats in the market?

# Commercial potential:

How much is required to start the business up and how will you acquire this?

What will be the major expenditure and costs for the first year?

What is the level/quantity of sales targeted in the first year?

In total, how much will revenue will the business make in the first year and from what?

How much profit/loss is estimated for the first year?

What are your first year targets and/or objective?

# The team:

What experience do you have in the sector the business is aiming to operate in?

What skills do you have to bring the business into existence and to get it to grow?

What skills do you require to bring the business into existence and to get it to grow?

How will you attain these skills for the business?