

**Does it have legs?**

**The Quick Outline**

Throughout this process it is important to ask at each leg…what are the *threats* (the reasons that it might not work)? It is better to address these before spending a lot of time and money.

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| **YOUR LIFE** | **THE IDEA** |
| ***Does it fit into your life?*** | ***What is it…exactly?*** |
| Doing it alone? | Articulate it…for the next 3 years at least: |
| With a partner? |  Tell your story of what the business is by:  |
| How much time can you spend? |  Making a List of ideas  |
| What are your monthly living expenses? |  Or writing a description. |
| Are you an entrepreneur? |  |
| Do you have the skills? |  |
| Can you hear the word no? |  |
| Do you love what you are thinking of doing? |  |
| **The Market** | **THE NUMBERS** |
| ***Why will people buy from you?*** | ***Can it make a profit?*** |
| Part 1: | What do you need to make? (see Your Life) |
| Who is your competition…think globally. | Location/Operations ?’s & $ |
| Why are you better at it? | What are the start up costs? |
| What kind of specific expertise do you have? | How will you finance the start up? |
| Why will people buy it from you? | What will the revenues be? |
| Part 2: | Employees/Outside Services ?’s & $ |
| Who is your customer? | What will the expenses be? |
| Part 3: | The Projections Total |
| How will you reach them? | How much $ do you need? |
|  | Where will you get it? |
| **The DECISION: YES \_\_\_\_**  | **NO \_\_\_\_** |

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