

1. Create your idea

Problem/Opportunity:

What problem are you trying to solve?

 Problems are easier to solve if you break them down into manageable chunks.

Solution:

List any ideas you have for possible solutions.

 A great solution is an original solution – try to be as imaginative as possible with your ideas.

2. Get planning

Market Research:

Keep track of your key findings from your research and list the characteristics of your target audience here.

 Do as much research as you can – it will make you understand if there is a real need for your service and who your true audience are.

Costs:

Make a list of the things you'll need to pay for to launch your idea and what they each cost, then work out the total.

 Think about the things that are really essential to getting your idea started. Are there any items and costs that you don't need right now?

3. Make it happen

Tasks:

List any tasks you will need to complete.

 Once you have a list of your tasks, order them based on how long each will take to complete and if any of them rely on each other.

Team:

List the people who you want to work with and the different skills they bring.

 List all of the skills you may need before you start building your team and identify the ones you already have. This can help you determine who you need on your team.

4. Persuading others

Write your example pitch here – try and keep it below 100 words.

 Your pitch you should describe everything you have discovered so far in a clear and simple way. You need to provide people with information that is appealing to them if you want to convince them to support your idea.

5. Reaching your audience

List the best ways in which you can reach your audience.

 Research your audience's social media, digital and everyday habits. Take note of where they go to get new information.

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