

Start Up Vision

The Start up vision is a way to organize your thoughts about your business idea into categories.
Answer the questions below in each category and provide as much detail as possible

1. PRODUCT / SERVICE

What are the different kinds of products or services you will sell?

Describe in detail / Group into categories if possible

2. VALUE

Why will customers buy your products or services?

What are the needs of your customers?

Logical

Emotional

3. CUSTOMER

Who will buy your products or services?

Describe in detail / Group into categories if possible

Where are they? - Market Area

4. COMPETITION

Who are our competitors

What are their strengths and weaknesses - describe in detail

5. PEOPLE ON YOUR TEAM

Who does what in your business?

What are their responsibilities?

6. FINANCE

What are your start up costs?

What is your cash flow projection?

Start Up Vision

The Start up vision is a way to organize your thoughts about your business idea into categories.
Answer the questions below in each category and provide as much detail as possible

1. PRODUCT / SERVICE

2. VALUE

3. CUSTOMER

Start Up Vision

~CONTIINUED~

4. COMPETITION

5. PEOPLE ON YOUR TEAM

6. FINANCE

Community
Futures



Taking Care of BUSINESS