Business Idea Organizer Teacher Guide

Who can help you?
> Who can help you along the way?
> Who can provide services you need?
> Who can provide resources you need?
> Who can help you get your to-do list done?

What is on your "to-do" list?
> What do you need to get done?
> Do you need to go to college or trade school?
> Do you need a physical location or a website?
> Do you need to get supplies or inventory?
> Do you need to do some marketing?
> Do you need to hire employees?

What do you have that can help you?
> Do you have customers?
> Do you have a computer?
> Do you have inventory and supplies?
> Do you have employees?
> What can you get?
> What resources do you need to acquire?

What problem are you trying to solve?
> What customer need do you satisfy?
> What products do you deliver to your customers?
> What is your minimum viable product?

How are you going to manage the relationship with them?
> How will you get and keep your customers?
> How will you cultivate customer loyalty?

How will they get it?
> How do your customers want to be reached?
> How do your competitors reach their customers?
> Which channels are most cost effective for you?

Who is it for?
> Who are you creating value for?
> Do you have more than one group of customers?
> Who are your most important customers?

How much does it cost?
> What items on your to-do list and resources list are going to cost you money?
> Are those recurring costs or one time costs? Are they fixed or variable?
> Ho can you minimize your costs?

What are you looking to gain?
> How do you make money? What is your pricing strategy?

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