Business Idea Brainstorm Worksheet

Business Name _____________________________  Date ____________

Business Idea

What’s your business objective? (introducing something new, expanding or improving on something that exists, etc.)

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

What’s the problem you’re trying to solve? Fill in the blank!

________________________________________________________________________

________________________________________________________________________

Which is your customer market? Circle one!

Consumer Market    International Market
Business Market     Government Market
Who’s your ideal customer? Circle all that apply!

- **Gender**: Male / Female
- **Age**: 18 - 24
  - 25 - 44
  - 45 - 64
  - 65+
- **Region**: Northeast / Midwest / South / West / International
- **Income**: < $30,000
  - $30,000 - $60,000
  - $60,000 - $100,000
  - > $100,000

Notes:

________________________________________________________________________________

**Business Opportunities**

Which market would your product or services benefit the most? Check one!

- **Mass Market**: large number of people with a common problem.
- **Niche Market**: a specific group with a problem.
- **Segmented**: a large group with variations of a problem.
- **Diversified**: a business or service that picks which customer segments it wants to serve.
- **Multi-sided Platforms/Markets**: serving both sides of the market.

Notes:

________________________________________________________________________________

Where will your business be located? Select all that apply!

- Storefront
- Home
- Online

Notes:

________________________________________________________________________________

Grasshopper
NOW PART OF CITRIX
Business Strategies

Who are your top 3 competitors?

1. 
2. 
3. 

What are your competitors offering?

What are competitors' pricing?

What are their strengths and weaknesses?

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<tr>
<th>Strength</th>
<th>Weakness</th>
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