

Grasshopper Academy

Creating a Business Idea
Brainstorming Your Business Idea Potential



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
Business Market

International 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:

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?

Strength

Weakness

Strength	Weakness