



WEEK 1: Discover yourself

What do friends and whānau always ask for your help with?

Think of 3 problems you solved for yourself recently:

Describe your perfect workday in 3 sentences:

Move on to Week 2



WEEK 2: Observe the world around you

List 3 common complaints you hear from others:

Name 3 businesses you wish existed in your community:

Think of a shop (in-person or online). How could it be better?

Move on to Week 3



WEEK 3: Get creative

Imagine helping your younger self — what would you create?

Write 3 “what if” business ideas — no idea is too wild:

Combine 2 of your skills or talents into one idea:

Move on to Week 4



WEEK 4: Shape the idea

Choose your favorite idea so far — list pros and cons:

Define who might need this business (age, lifestyle, etc.):

Describe your idea in one sentence (like a pitch):

Go to the final two days

Spark your business idea

30-day discovery worksheet

Te Wānanga
o Aotearoa



FINAL 2 DAYS: Test the spark

Tell someone your idea. How do they react?

Brainstorm 10 ways to start small:

Ready to make your next move?

Smart Steps to Business is a fee-free programme to plan and test your business idea.

twoa.ac.nz/SmartSteps



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