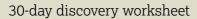




#### WEEK 1: Discover yourself



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

30-day discovery worksheet

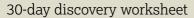


#### WEEK 3: Get creative

	_
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

30-day discovery worksheet



#### 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



**Learn More**