

Business Plan Workbook #2	
Course	Exploring Your Dream
Topics Addressed	Internal vs. External Sources of Inspiration Sharing Your Idea

## Key Points

### Where Do Business Ideas Come From?

Finding business opportunities is all about trying to identify a specific need that a product or service could meet. So think about your everyday life...

- Are there any products or services that are currently unavailable in your community?
- Are there problems or challenges that you face **because** of a missing product or service?
- Could an existing product or service that you use be improved upon in some way?

Think about the things you're good at and the things you enjoy doing.

- Do you have a skill that you could build a business around?
- Do you have an interest or a hobby that could be the basis for a business?

### Sharing Your Idea

Once you've identified a possible idea for a business, you'll want to share it with some people that you know and trust, to make sure it's a good one.

Explain the idea to them, and ask them to share their feedback and opinions. It's important that you ask them to be honest with you about your idea. If you have a product, you may want to think about making a sample they can try.

### Sharing Your Idea With People You Don't Know Very Well

If you get good feedback from people you know and trust you may want to share your idea with a few people you don't know very well. After all, these people may be the ones who are buying your products or services someday, so they'll probably be able to provide you with some useful feedback.

Don't worry if you don't get great reviews at first. It's important to get honest opinions in the beginning when you can easily make changes to your idea. Use this time to learn. Think seriously about the feedback you receive and really sort out the details of your idea.

**Related Business Plan Questions**

Below, you will see a list of business plan questions related to the topics noted above. If you print this worksheet, you can use the space below each question to write down some initial thoughts and ideas.

When you're ready to start working on your business plan, return to the course, and select "Open My Business Plan".

Q: Describe how you tested your business idea with other people.

*NOTE: If you haven't already tested your business idea, you can talk about how you plan to test it out in the future.*

Q: Describe the feedback you received when you shared your business idea with other people. List both the good and bad feedback.