





Welcome!

**Before you scale up
your idea, we'd like to
get to know you!**

Get started

How far along are you with your business idea?

I only have a rough idea

I have already worked out the
idea in more detail

I am already working on a
business model

I have already validated my
business model

How much experience do you have with setting up a company?

I have no previous knowledge

I have read up a bit

I have taken part in courses or
workshops

I have practical experience or
training

How well do you know your target group and the market?

Hardly, that's new territory for me

I have done some research

I have prepared an initial market
analysis

I know my target group and the
market exactly

Submit





Your progress



Advertising

78%

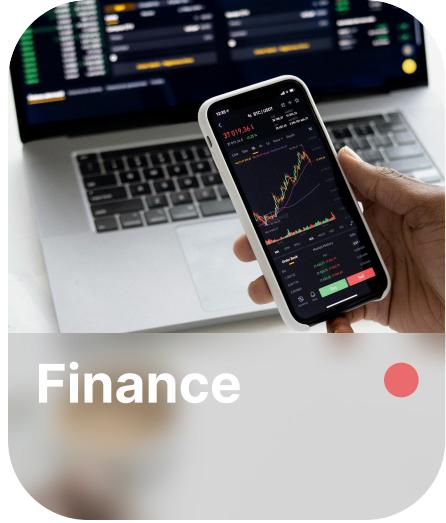
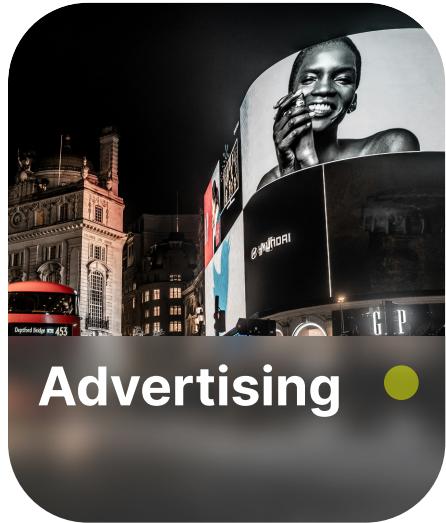
Market Analysis

0%

Strategy Plan

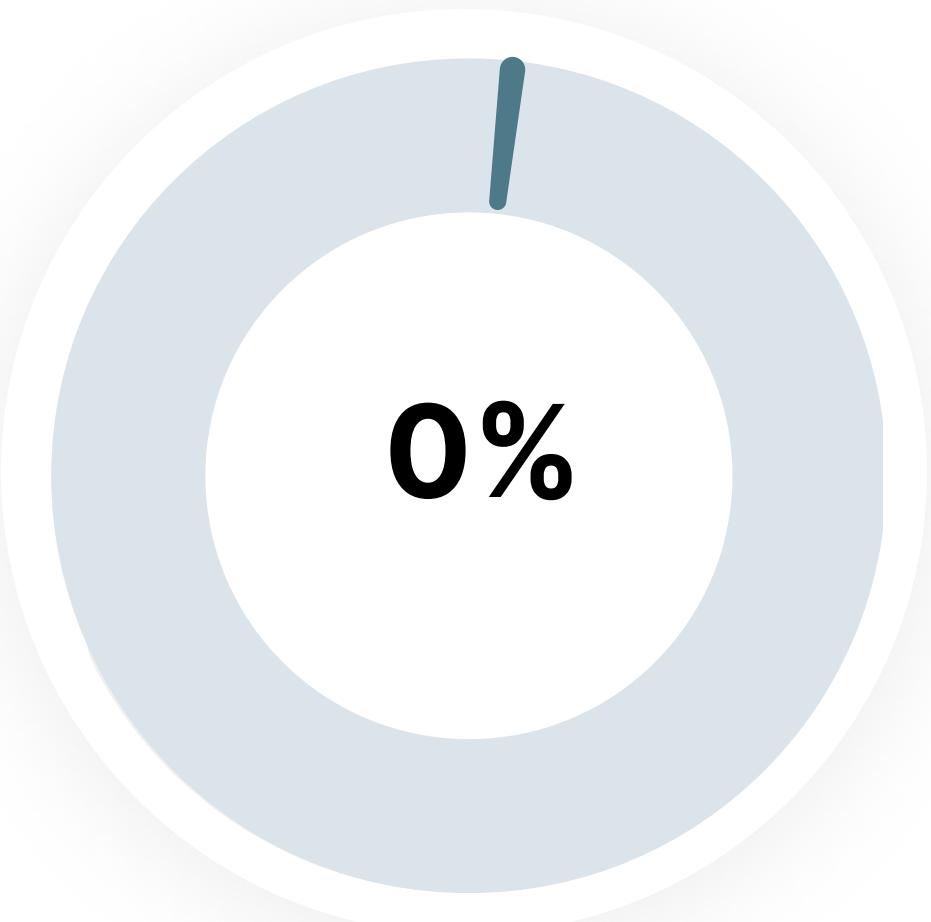
100%







Market Analysis



Start





Market Analysis

The market analysis provides insights into target groups, competition and trends and lays the foundation for well-founded decisions

Customer understanding

Identify the needs and preferences of your target group and align your offer accordingly

Competitive analysis

Get an overview of your competitors and find ways to set yourself apart

Risk reduction

Make informed decisions and minimize risks by reacting to market changes at an early stage

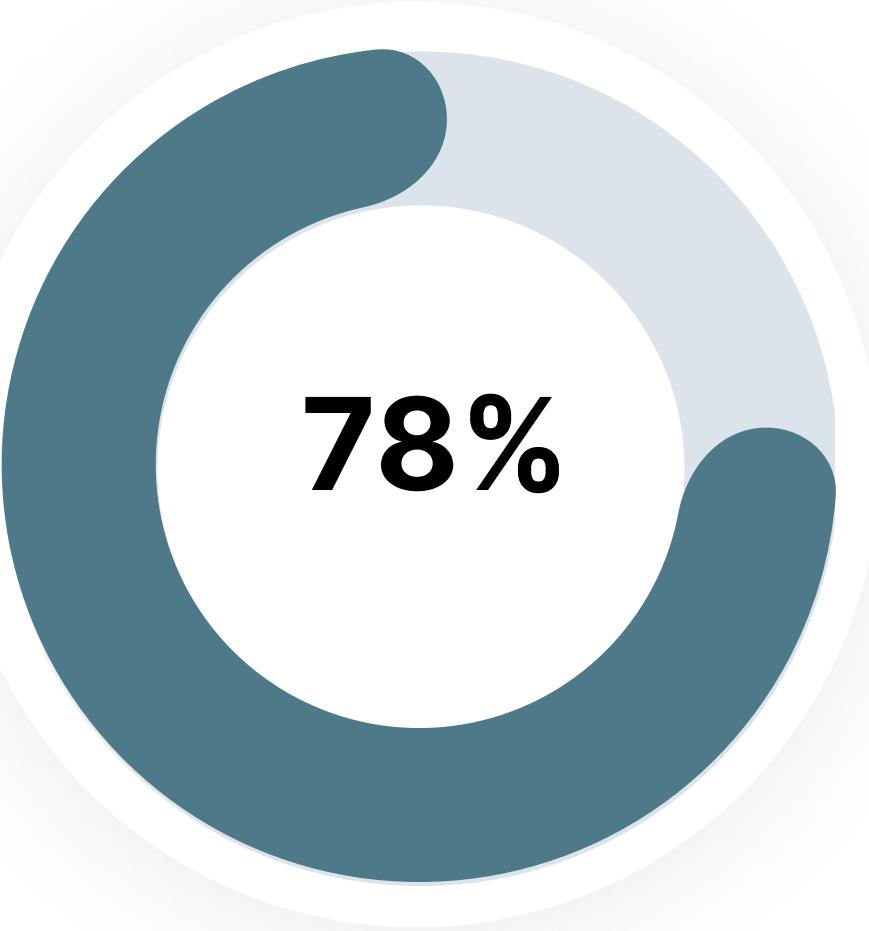
Trend detection

Develop a strategy that is based on concrete market information and supports long-term growth





Advertising



78%

Continue





Strategy Plan



100%

Answers

Have the next strategy steps been defined? 

Have potential risks been taken into account? 

Has the resource planning been completed? 

I have developed an idea for sustainable straws, but how can I make sure that my idea is really well received and that there is a demand for it?

Exciting idea! To check the demand for your sustainable straws, you could carry out a target group analysis. Think about who is particularly interested in sustainable products and perhaps conduct a survey. Would you like me to help you with this?



Write something...