

Finding Your Business Idea: Needs Worksheet

Question to Consider	Your Notes
What is something—on a regular basis—that you complain is missing, too hard to get, or too difficult to use? <i>"I wish I could...!"</i> <i>"It drives me crazy that...!"</i>	
What is something—on a regular basis—you hear others complain is missing, too hard to get, or too difficult to use? <i>"Why doesn't someone...?"</i> <i>"It's annoying that..."</i>	
What is something others have repeatedly asked you to do/give/make for them? <i>"Could you...?"</i> <i>"You're the best at..."</i>	
What is something that a business did recently that got you upset? How could you solve that problem so it doesn't happen again? <i>"I hated it when...and I could solve that by..."</i>	
What is something people use or buy, daily or weekly, that relates to your talent? <i>"People buy... and I am talented at ..."</i>	