

Key points for the description of the business idea



1. How did your business idea come about?
2. What is your product or service idea?
3. What are the innovative features of your idea (technology/ product/ service)?
4. How does your technology/product/service differ from those currently used/known?
5. What experience and skills do you/your team already have regarding the business idea?
6. What experience and skills do you/the team still lack?
7. Are all key positions already filled or are you still missing team members?
8. How high do you estimate the financial requirements (in the first 2-3 years) for the implementation of your idea?
9. Who is your target group/customers? What is the customer benefit?
10. What need/demand will be met by your product/service?
11. What is the competitive advantage over your competitors? How are you different from competing products?
12. From the current perspective, what steps would you plan to take to launch your business idea?
13. Does your idea have an environmental, social or other long-term positive benefit?