

Worksheet 1

Opportunity- Problem & Solution

Problem Worth Solving

List the most pressing problems that your ideal client is facing. Think about the ones that they cannot find elsewhere. If you have a common business, such as a restaurant or hair salon, explain why your customers need your particular restaurant or salon. Is it lower prices? More convenient hours? Better location? A specialty that is not otherwise available in your area?

If your company is doing something new and different, explain why the world needs your innovation. What sets you apart from what is already out there? Are you taking something that is mediocre and improving it? If your company solves several distinct customer problems, describe them here.

Our Solution

Take the problems you listed above and address how your business will solve that problem. What products or services do you offer and how do they meet your customers' needs? What makes your products or services stand out against anything that is currently available to them. If your company is addressing several distinct problems, describe your solutions individually here.

Target Market

Market Size and Segments

Describe your ideal customer in as much detail as you can. Who are the people or companies who suffer from the problem that you are solving? How do they break down into segments such as similar demographics? How many potential customers does your research suggest in each segment? Everything you do- the products and services you offer and the prices you charge should be driven by your understanding of the needs of your target customers. The sizing component here is critical. Think about how many of the prospects in each segment are likely to buy from you, and what they will typically spend on this sort of solution over the course

of a year. If the market opportunity is small, it will limit how big and successful your business can become and may even be too small to support a successful business at all.

Competition

Current Alternatives

Who is your main competition? What options do your customers currently have available and what makes your solution better for them? Describe who they are, what they offer and why customers might choose them. You might feel you don't have any competitors doing the same thing you are doing. Think about what your potential customers are spending money on to solve the particular problem you are addressing. Saying you "don't have any competition" is a big business mistake that is easy to avoid.

Our Advantages

Identify your key advantages over the other competitors and alternatives in your market. Do you have the lowest price. Is your solution easier, faster, better tasting, longer lasting, more conveniently located, backed by better customer service? Is it a specialized solution that is better for a particular group of customers? Your advantages may be different for different types of competitors.
