



## Realise Your Vision

This template is designed to help you document your ideas. The template is divided into sections that follow the activities in the course.

As we move through the course you can add to this document and by the end of the two weeks you will have a detailed document that you can use when defining your business plan.

### Week 1, Activity 1 - Your business vision & opportunity:

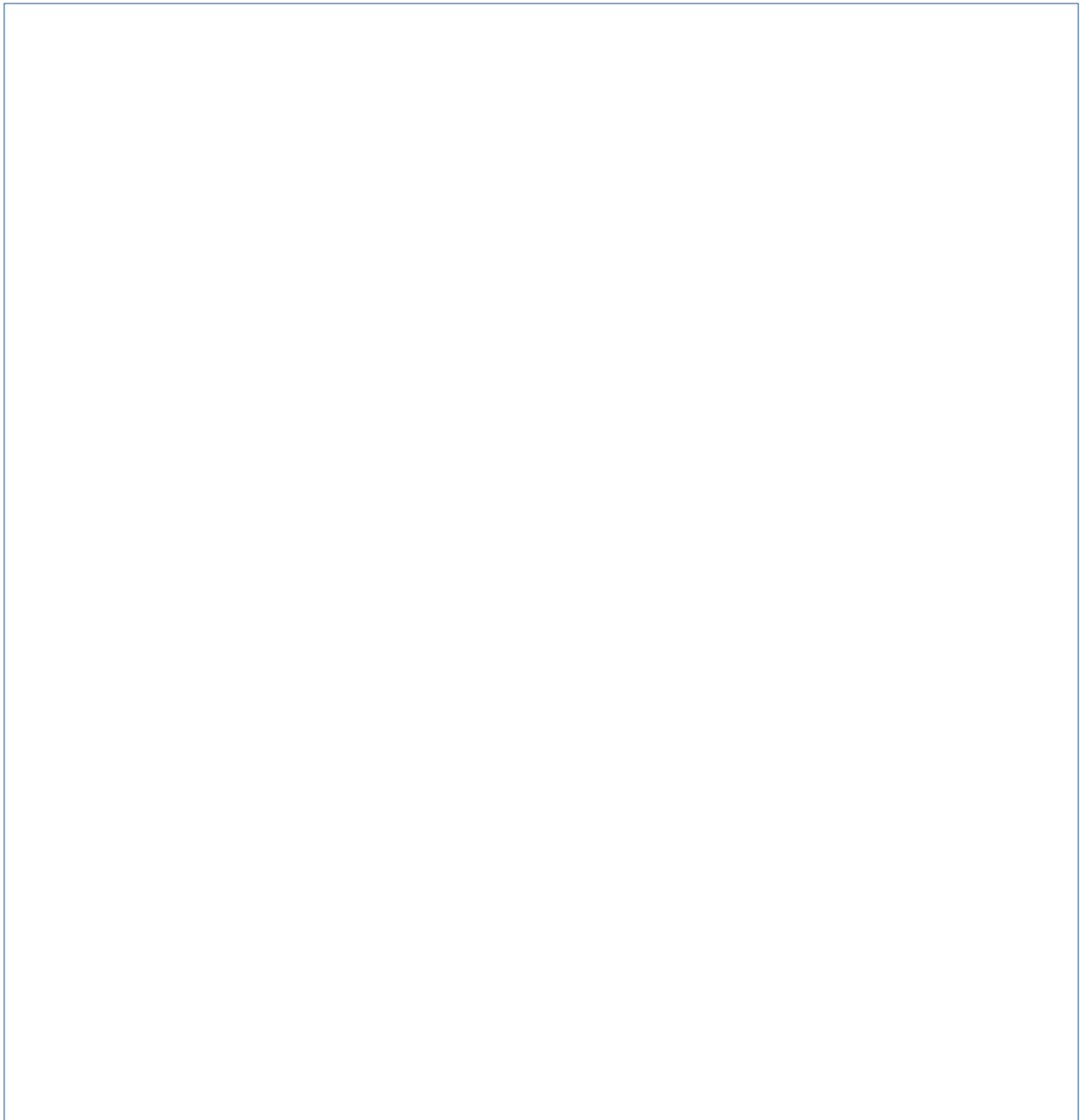
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- What problem/gap in the market is your idea trying to fit into?
- What is your idea - can you write your idea in less than 200 words?
- How does it address the problem you've identified?

## Week 1, Activity 2 - Your team:

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- What is your role in the business?
- Who else will help you run the business/be part of your team? What skills do they bring (that are different to yours)?
- What skills are missing from the team? How are you going to develop your networks to help you fill the gaps?



## Week 1, Activity 3 - Your market, industry & product or service:

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- What is the potential size and scale of your market? How many potential customers do you really have?
- Are you aiming at a particular market segment? What are the characteristics/needs that are common to the group?
- Who are your key competitors? What do they do well? What can you do better?

## Marketing mix:

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- Complete the table below to define your marketing mix:

<p><b>Product</b></p> <p>What is your Unique Selling Point [USP]?</p> <p>What is different or special about your product or service that makes it better than your competitors?</p>	
<p><b>Price</b></p> <p>How much are you going to charge and how have you decided this?</p>	
<p><b>Place</b></p> <p>How is this product or service going to reach your customer?</p>	
<p><b>Promotion</b></p> <p>How are your customers going to know about your product or service?</p>	

## Week 2, Activity 1 - Your business processes:

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- How is your business going to operate?
- Who else is involved in/critical to these processes (e.g. suppliers)?
- How are you going to keep track of information needed within your business?
- Do you need to have systems in place to keep track of orders/customers etc.?
- Do you have the skills needed to design and run these?



## Week 2, Activity 2 - Your key financial information:

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- What are your costs?
- What are you going to charge?
- What is your gross profit?
- How do you know if your business will be profitable and sustainable? Can you show this in a cash flow forecast?

A large, empty rectangular box with a thin blue border, intended for the student to provide answers to the questions listed above. The box is currently blank.

## Week 2, Activity 3 -Your funding options:

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- Do you need funding to get started?
- What source(s) would be most appropriate for you?
- How do you intend to approach them?