

Which Start-Up or Project do you want to do?

First you must decide what you want to do. If you have not decided yet exactly which business idea you are going for then this task is for you. (But if you have a new invention you want to market, or any other “fixed” project you want to undertake then you can jump this and go directly to task 3.)

Prepare: Think through what kind of project you may want to undertake. To take a walk and think is often a good idea as the walk gives more oxygen to your brain. And/Or ask people – like relatives, friends, businesspeople in your neighbourhood or other people to get ideas. Ask yourself and others what is needed, what is suitable for you, ... Talk to positive people – its easier to get the positive energy from them.

Task part 1: Take a brainstorm and write down five (5) different possible business ideas you may consider. If you have a ruff idea you can suggest ideas that are variants of the main idea. (*Example: If you want to develop and sell jewellery you can have one variant that you sell over internet and another selling in a physical shop. Or selecting jewellery for teenagers or for children or ... Selecting expensive jewellery or low-price jewellery, and so on with different variables.*) But if you are open for very different ideas you can select very different ideas as well. (*Example: Open a cafeteria, or Sell garments over internet, or start some kind of service online, or help people plan their gardens, or ...*). Include the main points from the film you just seen. Its OK to see the film I made more than one time and perhaps the second time take notes what you need to include.

Task part 2: Then select one of them. Take your time for this. You can then develop one of the ideas during this course or select two or more ideas that you develop a plan for parallel and later compare and decide. The important thing is to start to think through this and see your project from different possible angles and select a starting point you use during this course.

Now you must go a bit deeper into your idea.

Fill in the answers on the below questions. Keep them for further use during this course.

Task Part 3

1. Why do you want to start a company/project?
2. Is your idea Fixed or under development?
3. What is it you want to achieve with your company/project?
4. What is your targeted size of your project:
 - a. Economically (total investment and later profit or profit margin)
 - b. Activities you want to perform
5. In what way do you feel that you are the right person for this company/project? (This you use as a supporting question when you later decide if you shall go ahead or not, and also which other persons you may in that case need to involve in your project one way or another in order to make a success.)



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Write down your Business Idea based on previous information

Some of the background work you have done so far will not be mentioned in the Business Idea but be kept for the Business Plan, but the background work is used to decide the Business Idea. Formulate it short but clear.

Task 4

Read your Business Idea.

-Is it clear about what you want to do?

-Do you feel it's realistic?

-Is it something you want to do?

If all 3 above have the answer YES go to the next step. If not then go back and try again by do some changes.