OUTLINE FOR PLANNING ONE'S OWN ENTREPRENERIAL ENDEVOUR

Think about then answer ALL the questions below on a separate sheet of paper. Try to explain your idea and though as clear as possible. Use the materials you created during your previous tasks.

1) My **motive** for starting my own business is…?

2) What is my **entrepreneurial DNA** and with what could I support such a claim?

3) What **entrepreneurial concept is my entrepreneurial venture closest to** and why? Would and under what conditions, the venture could grow into a different entrepreneurial concept?

4) **What business do I want to deal with** - I am considering a number of alternative business ideas that are close to me; describe the business idea in one paragraph. Why did I decide exactly for that idea and not one of the others that I was considering?

5) What **technical and transferable knowledge** are important for the selected entrepreneurial venture (see the exercise)? How will I substitute the knowledge that I do not own?

6) What **technical and transferable skills** are important for the selected entrepreneurial venture (see the exercise)? How will I substitute the knowledge that I do not own?

7) What **legal form** of business organization best suits the business from my business idea?

8) How would I **name my firm**? Which name is sufficiently effective?

9) What **resources** do I need to start and develop the business? What resources are **available** and in what way, and which are not available to me, and **how can I provide for them**?

10) What is my **business plan**? What is the **mission** and what is the **vision** of my business endeavor? What is my **business goal** and how can I achieve it? Where and with whom and with what resources? How does my activity **matrix** look like?

11) What is my **business plan**, marketing, production and financial plan?

12) **Can I present my business to a potential investor** in an efficient and attractive way? And what if I accidentally meet him in the elevator, what is my **elevator statement**?