



Dream

Need

Interests

WHY?

Customer

Competences

WHAT?

business idea

WHO?

AHA!

Motivation

TO DO
what? when? who?

HOW?

Challenges



Questions to check:

- what is the core of my business idea?
- what problems am I solving?
- what is my motivation?
- How do I sell my business idea?

Trends
Consequences for me.

Contacts
Have | want to have

My competitors
... Partners?

Challenge your idea through new combinations

WHAT?

Concrete ideas for development

WHO?

Test the idea
Person | Ready to pay
-
-
-
-
-
-
-

DLX

My company in world class

HOW?



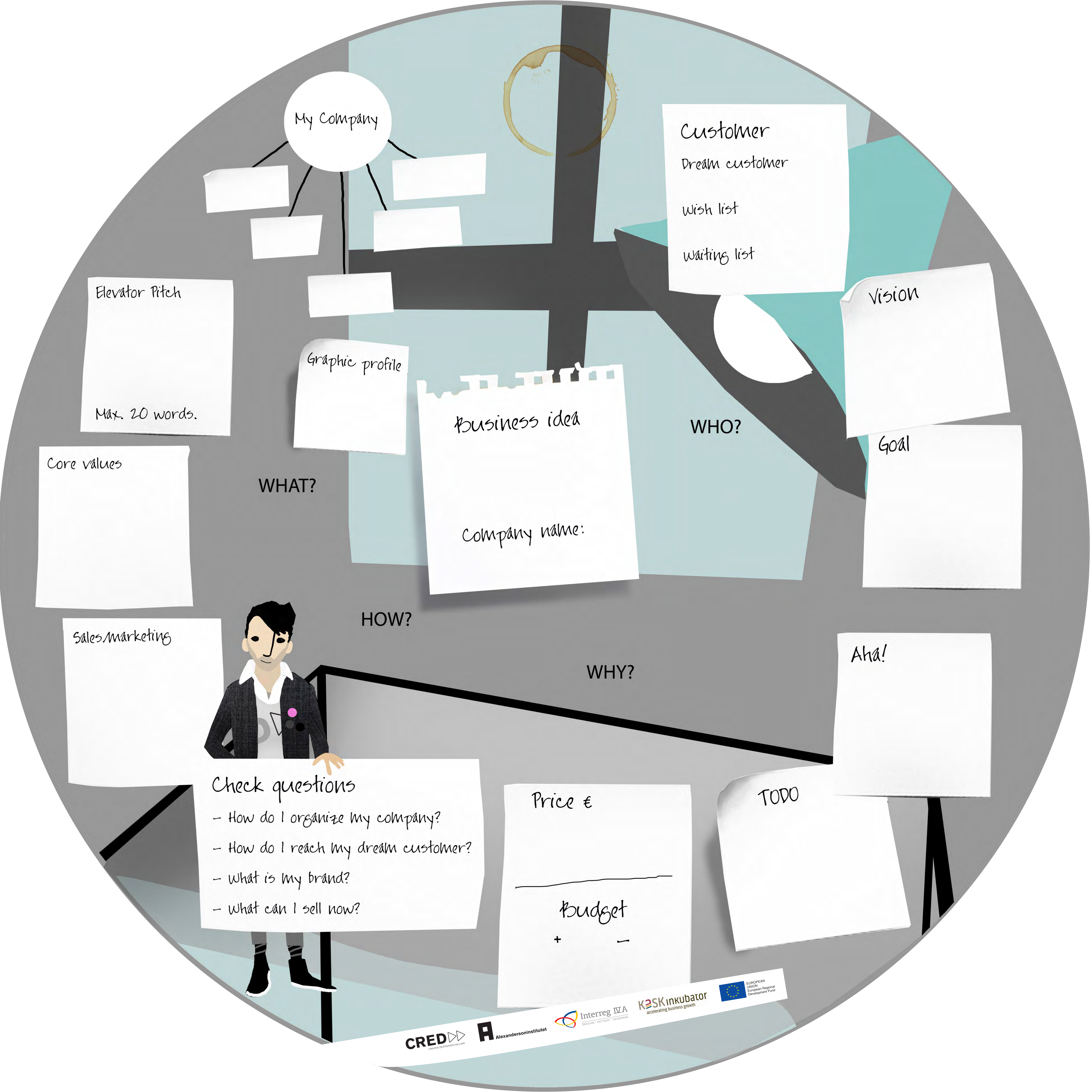
Check questions:
- How do I create that little extra in my offer?
- How do I sell my idea in comparison with competitors?
- If everything were possible - how do I want my company to look in 10 years?
- What people do I want with me on my journey?

WHY?

€

Aha!

TO DO
What? When? Who?



My Company

[Blank sticky notes]

Customer
 Dream customer
 Wish list
 Waiting list

Elevator Pitch
 Max. 20 words.

Graphic profile

Business idea
 Company name:

Vision

Core values

WHAT?

WHO?

Goal

HOW?

Sales/Marketing

WHY?

Aha!

Check questions

- How do I organize my company?
- How do I reach my dream customer?
- What is my brand?
- What can I sell now?

Price €

Budget

+ -

TODO

PITCH

Why am I here?



My idea and my strengths?

Relationship to competitors?

Action plan

January	February	March	April
May	June	July	August
September	October	November	December
	My action list		

