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| Business Opportunity Framework |
| **1. Describe your business opportunity in two sentences.** |
| **2. List the three most important features of the product or service you propose.** |
| **3. What basic customer needs does your product or service fill?** |
| **4. Briefly describe who is likely to buy your product or service.** |
| **5. List two or three existing products or services that already meet a similar need.** |
| **6. Why would customers choose your product or service over others?** |
| **7. How will you reach your customers?** |
| **8. How do you plan to make money?** |