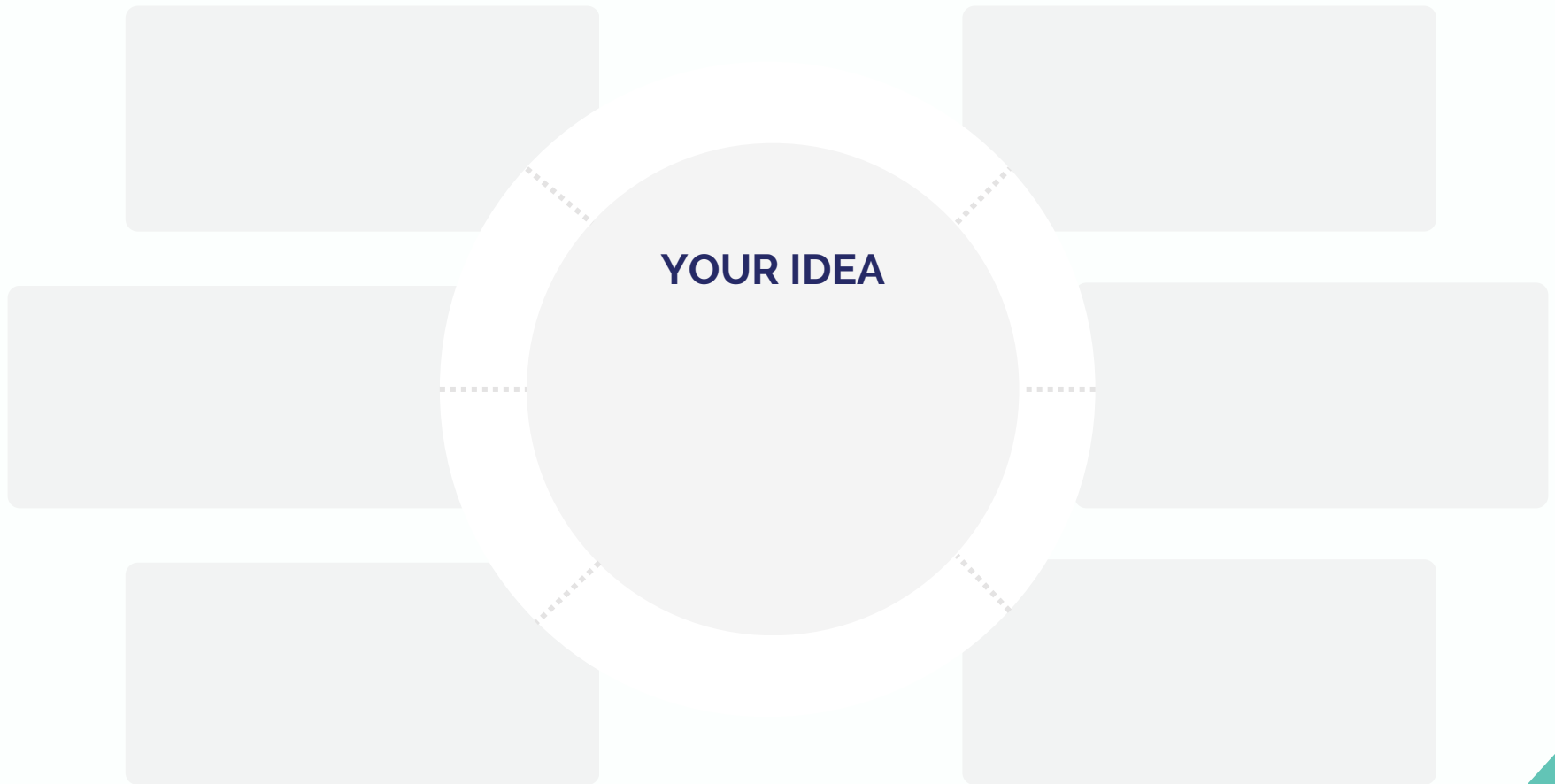


Your Mind Map

Start with your idea in the middle circle and brainstorm each part of your plan in the outside sections.



When asking the questions below to yourself, make sure you state the obvious. Assume no one knows about your business & explain the steps.

What problem are you solving?
What's the value for your audience?
What resources do you have?
What are your fix and variable costs?

Which networks will you reach?
What is the cost of your service?
What activities do you do?