7-Point Business Model

1. Does your business idea stem from an observed problem, an opportunity to be seized or a personal situation that you have experienced?

Yes ◯ No ◯

1.1 If so, please explain the origin of your idea.

2. Does your project meet a concrete need in the market?

Yes ◯ No ◯

2.1 If so, please describe the problem addressed or solved by your project.

2.2 If so, please explain how you validated your hypothesis. In other words, how do you know that there really is a market for your product or service?

2.3 If so, please identify up to 3 competitors and explain how your project stands out from theirs.

3. **Do you have existing or potential customers?**

Yes ◯ No ◯

3.1 If so, describe your target audience, being as specific as possible.

3.2 If so, describe the communication and distribution channels you intend to use to reach your customers.

3.3 If so, explain how you will retain your customers.

4. Is your project financially viable?

Yes ◯ No ◯

4.1 If so, please describe your sources of revenue and your costs.

5. Do you have resources to help you carry out your project? (Tangible or intangible, physical or intellectual, human or financial, for example: equipment, know-how, experience, reputation, partnerships, etc.)

Yes ◯ No ◯

5.1 If so, please describe the resources that you have.

6. Is your project already started?

Yes ◯ No ◯

6.1 If so, describe your operations (Date of registration / incorporation if applicable, date of the first contract, customers, revenue, partners, etc.)

6.2 If not, please describe precisely the steps you will take to start your project, including key dates and a short timeframe for the next year.

7. Are there any issues or factors that could jeopardize the carrying out of your project? (For example: lack of funding, patents, unfavorable regulations, lack of technical expertise, etc.)

Yes ◯ No ◯

7.1 If so, describe the most important issue you will have to face in order to carry out your project and how you intend to address it.
