



BUSINESS PLAN

Questionnaire

Business Plan Questionnaire

What is it?

What is its purpose?

How does it work?

What is the value proposition?

What are the differentiators? (what makes it unique?)

Who are the target audience (s)?

What overall issue does the business address?

How does the business make someone's life better?

What is the pricing structure for services/products?

What is the vision of the business? (who will you become?)

If you didn't have any constraints, what would the business look like ideally?

Will services/products expand, change or end over time?

What are the immediate goals? How will you find clients?

How will they find you?

What partnerships are necessary for success?

**What is the operational model for running the business today?
Future?**