

Name:

Date:

Class:

Building Your Business Plan

Activity 1-1: Entrepreneurial Discovery

Follow the entrepreneurial discovery process to recognize and validate business ideas for your own startup venture. This is the first step when creating a new business.

Step 1: Opportunity Recognition

The first phase of entrepreneurial discovery is opportunity recognition. When conducting opportunity recognition, you will identify market needs and wants that can be fulfilled by new business creation.

1. From an entrepreneurial perspective, describe the greatest market needs and wants of those who live in your community.

Answer:

2. Consider your response to the previous question. State the needs and wants that can be satisfied by a new product solution (good or service).

Answer:

3. Conduct a PESTLE analysis for your community. Refer to Figure 2-13 for guidance.

Answer:

4. Evaluate your PESTLE analysis. Identify problems that can be solved by a new product solution.

Answer:

5. Consider products you are interested in creating. Assess whether any market opportunity gaps exist for these products. Discuss your findings.

Answer:

Step 2: Ideation

Many well-known products were developed because an entrepreneur wanted to solve

a problem or fulfill a need. During ideation, you will generate and explore potential ideas for your new business.

1. Observing changes in trends and consumer preferences leads to new business ideas. Identify business ideas you are interested in pursuing that address an environmental or social trend. Briefly describe each business idea.

Answer:

2. Consider your shopping experiences, as well as the market opportunity gaps you previously identified. Describe any business ideas you discovered.

Answer:

3. Determine whether any of your hobbies, talents, or skills can be used to create new ideas for a business venture.

Answer:

4. Consider marketplace problems that interest you. Brainstorm with family, friends, or classmates to generate product ideas for your new business. Explain why each product idea listed is a solution to a marketplace problem.

Answer:

5. Evaluate all business ideas you generated for questions 1–4. List your top-three business ideas. Keep in mind, the business ideas you select must satisfy a need or want for consumers and have the potential to be profitable.

Answer:

Step 3: Validation

The last phase of entrepreneurial discovery is validation. During validation, you will analyze and explain why each of your top-three business ideas fulfills a customer need (or needs) and want (or wants). Discuss the potential profitability for each idea. Support your answers with economic or market data from credible sources.

Before answering, consider conducting interviews or surveys to collect customer feedback. If applicable, create a prototype of the product solution to determine if the product's quality, attractiveness, and functionality meet customer expectations. You may also discover if any modifications will be necessary to generate additional demand.

1. Business Idea #1:

Answer:

2

2. Business Idea #2:

Answer:

3. Business Idea #3:

Answer: