

Business Idea Worksheet

Turn a rough idea into something you can test.

Name: _____ Date: _____

How to use this: You don't need a perfect idea or a business plan. Write short, honest answers. If you get stuck, write your best guess and mark it with a star. Those stars are what you test first. Use a pencil, or type straight into the PDF if your reader allows it.

PART 1

Your idea in one sentence

Fill in the gaps:

I help _____ (who) to _____ (do or
get what) by _____ (how).

Or write it your own way

Tip: If it takes more than two sentences to explain, simplify it. You can add detail later.

PART 2

Who is it for?

Pick one group first. "Everyone" is too broad to sell to.

Who are your first customers?

Age, job or situation, where they are

What problem do they have?

What annoys, costs them time or money, or stops them

How do they solve it today?

Another business, doing it themselves, ignoring it

How often does this problem come up?

Daily, weekly, monthly, once a year

Tip: The best ideas solve a problem people already pay to fix, or already complain about.

PART 3

What will you sell?

What exactly are you offering?

A product, a service, or a mix. Be specific.

What is the price, and why that price?

Look at what similar businesses charge

Why would someone choose you instead?

Quality, speed, price, location, trust, something personal

How will customers find you and pay you?

WhatsApp, Instagram, TikTok, word of mouth, mobile money, cash

PART 4

Test it before you spend

You are checking whether real people want this. Talk to at least five.

#	Person (name or description)	What they said	Would they pay? (Y / Maybe / N)
1			
2			
3			
4			
5			

Questions to ask:

1. How do you handle this problem right now?
2. What is the most annoying part?
3. Have you ever paid for something to fix it? How much?
4. If I offered [your idea] at [your price], would you buy it? When?

What did you learn?

Tip: A friend saying "great idea" doesn't count. Someone saying "I'd buy that, here is my number" does.

PART 5**Money check**

Use your own currency. Estimates are fine.

Start-up costs (what you need to spend once to begin)

Item	Cost
Total start-up cost (A)	

Per sale

	Amount
Price you charge	
Cost to make or deliver one (materials, transport, fees)	
Profit per sale (B) = price minus cost	
Sales needed to cover start-up costs = A divided by B	

Is that number realistic in your first 1 to 3 months? Why or why not?

PART 6**What you have and what you need**

Already have	Still need	Who could help

Think skills, tools, contacts, space, savings, time per week.

PART 7

Your next 7 days

One small action a day. Make each one something you can finish.

Day	Action	Done
Day 1		
Day 2		
Day 3		
Day 4		
Day 5		
Day 6		
Day 7		

Tip: Suggested order: Day 1 finish Parts 1 to 3. Days 2 to 4 talk to people. Day 5 fill in the money check. Day 6 adjust the idea. Day 7 decide.

PART 8

Your decision

After your 7 days, tick one.

[]	GO	The idea is wanted and the numbers work. Start small.
[]	ADJUST	People like it but something needs to change (price, audience, offer). Change one thing and test again.
[]	PAUSE	Not enough interest, or the money doesn't work. Pick another idea or come back later.

The one thing I will do next:

Want help with your next step? Try the 7-Day Personal Branding Challenge or the Customer Research Template at Ajira Ready.