



## Entrepreneurial Self Assessment Questionnaire

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You will complete the entrepreneurial self-evaluation questionnaire, “Am I the Entrepreneurial Type?” developed by the BDC and the SME and Entrepreneurship Centre at Laval University. It will help you assess your entrepreneurial potential by analysing the level of entrepreneurial motivation, aptitudes and attitudes you currently possess.

The results of this questionnaire plus your interview and suitability are combined factors as to whether or not you are eligible to access further Self Employment Services. Consider this an opportunity for you to further reflect on your own suitability for Self Employment.

Please complete the questionnaire only once by following the instructions below.

1. Go to BDC (bdc.ca) and type in entrepreneurial assessment in the search field or [http://www.bdc.ca/EN/advice\\_centre/benchmarking\\_tools/Pages/entrepreneurial\\_self\\_assessment.aspx](http://www.bdc.ca/EN/advice_centre/benchmarking_tools/Pages/entrepreneurial_self_assessment.aspx) to begin the questionnaire.
2. Complete the questionnaire by selecting a response for each of the 50 questions asked. It is important that you select the response that most accurately reflects the degree to which you agree or disagree with each statement presented.
3. Print your “Results” page and bring a copy with you to give to the YMCA Self Employment Orientation and Assessment Workshop facilitator.
4. Take some time to review your results independently. What entrepreneurial areas were you strongest in? Which were you lacking in?

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## Stress Test Your Business Idea

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Complete these seven questions to bring for the interview in the afternoon.

**1. The Idea/Concept:**

Are you really clear about the idea/concept? Write the idea/concept out and test its clarity on others.

**2. The Need:**

Do you solve a problem; address a need or a pain in the market? Identify the need that you will fill.

**3. The Value:**

Is your idea better, faster, stronger or cheaper than the competition? Describe how.

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**4. The Customer:**

Who is going to pay you for your product/service? Describe your typical customer.

**5. Your Promotional Strategy:**

How will people hear about your product/service? Describe the strategies you will use.

**6. The Profitability:**

Will your business be able to grow and produce a profit? Identify your anticipated costs to produce your product/service and what you plan to price your product/service at.

Costs:

Pricing:

**7. The Resources:**

What capital, time and people can you access if necessary to support growth for your business? Describe your plan to obtain them easily.

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