



YOUR BUSINESS IDEA APPLICATION

Complete these eight questions to bring for the interview.

1. What is your Business Idea?

Explain in detail your product or service.

2. Your Background:

What skills, education or experience do you have to launch this business?

3. Research:

Provide information about your business industry.





4. The Customer:

Who is going to pay 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. Start-Up Costs:

List your potential start-up expenses.

7. Pricing:

What will you charge for your product/service?

8. Business Location:

Where will your business be located? Are your customers local or international?

