

Reality Test I
Concept Description

Prepare a brief one-page write-up of your idea that could be the basis of the business plan. Use bullet points to address each of the following issues (see next page for format).

Concept

What is the essence of the business?

Opportunity/Need

What is the size of the market? What are the trends? What problem is being solved?

Product or Service

Describe the product/service. What is unique about your product or service?
How will it be produced or delivered? How will it be sold?

What are the benefits to the target market? Why should they care?

Target Market

Describe the segment of the market that you plan to enter (demographics, psychographics, industry sector, etc)

Competitive Advantage

Who is the competition? How will you differentiate your venture?

Profitability

What is the revenue model? What is the contribution margin?

Reality Test I
Concept Description Write-up Format

Concept

Opportunity/Need/Problem

- Point 1

- Point 2

- Point 3

Product or Service

- Point 1

- Point 2

- Point 3

Target Market

- Point 1

- Point 2

- Point 3

Competitive Advantage

- Point 1

- Point 2

- Point 3

Profitability

- Point 1

- Point 2

- Point 3

Reality Test I
Survey Questions

What are 3 things do you like about the concept?

Can you provide 3 suggestions to make it better?

Do you think this concept is viable?

What risks do you see?

Any additional comments or suggestions?