

Online Business Brainstorming

Brainstorm this info if you are interested in starting an online business. If you already know what you want to do, enter in that relevant info.

Skills and Interests

- List at least 5 interests, activities, or hobbies that you like
- Add skills and knowledge

What Others Say That I'm Good At

- Family members may come up with great ideas that you wouldn't think of

Resources

- Items that you own or have access to that could help your online business

Availability

- The time you can work on your business after taking into account commitments

Online Business Ideas

- Add 3 concepts based on brainstorming

Idea Validation

Research your business idea -

Does it solve a problem or fill a need?

What are the pros and cons?

How will you get feedback and measure success?

Do you have competition?

Do you have the time required to make it work?

How will you source materials or find goods to resell?

Market Research & Consumer Info (more info in the Prepare for Your Business Plan Applied Digital Skills lesson)

Product (What is your product? Or what are you selling?)

Product Categories

- Ex: accessories
- Ex: Home decor

Popular Marketplaces

Where could you list your product?

- Ex: Amazon
 - Add pros/cons
- Ex: Etsy
- Ex: Ebay
- Ex: build your own website

Logo

What do you want your logo to look like?

Flyer

name/contact info/web address

Message

What you sell

Reasons customers should use your product (ex:wide selection or free shipping)

Slogan/logo

Customer Feedback

Create a survey in Google Forms