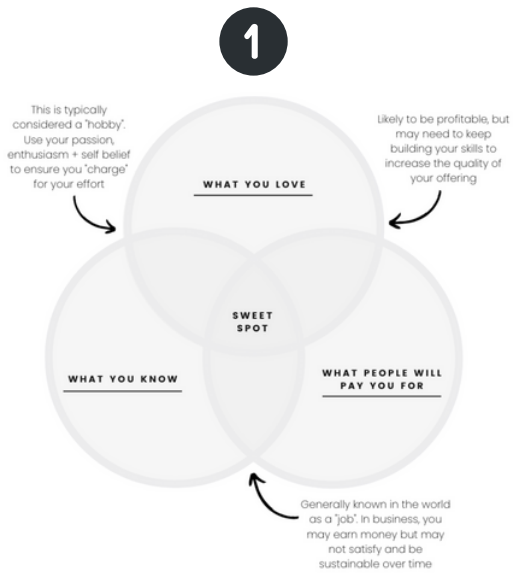


*Are you ready*

# MOVE YOUR BIG IDEA FORWARD

Give yourself the best start by ensuring you can answer these 3 questions before you take your business idea forward

My idea is:



It's in my sweet spot because:

**2**

## What are you really solving?

**ABOVE WATER LEVEL**  
What can you visibly see as the problem?



**BELOW WATER LEVEL**  
What are the root causes? Identify the top 3 issues.

+

+

The problem I am solving in the market is:

**3**

*Why?*

Why do I want to start my business?

REASON #1

REASON #2

REASON #3

I want to start a business because: