

# PERSON- VENTURED Entrepreneurship



L = Learning Entrepreneurship

## Are you ready to get started?

The first thing you want to do, after answering the questions below, is start working on an executive summary.

- 1) Why do I want to start a business?
- 2) Do my strengths and interests match my business goal?
- 3) What limitations will I have in running a small business?
- 4) Do I have a team of persons who are willing to assist with accommodations?

**Here are the questions you want to begin answering about your “person-ventured” business idea:**

**1) BUSINESS DESCRIPTION:** Briefly describe the general nature of the micro-enterprise. This should describe the uniqueness of the business and project a clear idea of how the company will operate.

**2) PRODUCTS:** Discuss how the company and product truly make a fit for the entrepreneur. The characteristics of the entrepreneurship should be clearly aligned with the entrepreneur’s core capabilities, passions and goals.

**3) MARKETS:** Provide a clear description of your target market, and any market segments that may exist within that market. Include existing market size and the potential growth. Also mention your revenue model in this section (How will you make money?).

**4) DEVELOPMENT/SUPPORT TEAM:** Indicate which individuals will assist with needed accommodations, their availability and even define the roles and responsibilities that each individual will play within the business model.

**5) CHANNELS:** What will be used to deliver your products/service to your target markets (e.g., Web site, direct sales, partners, etc.)?

**This should get you started! Enjoy the adventure and call us!  
We would love to assist you on your journey!**