

# Student Worksheet

## Conceptualizing a New Business Idea

**Task:** To conceptualize a business idea to pitch to your fellow classmates in a two minute presentation.

Your business idea should include the following:

- What asset category would your group like to see grow in your community?
- Which citizens will primarily benefit from growing this asset and what need(s) will it fulfill for this group?
- What will be the goal of your business?
- What product or service will you offer?

Other points to consider including in your two minute pitch are:

- What businesses/organizations/institutions/agencies in your community would you approach to be involved in building your business? Why and how will they be involved?
- How will your business know that it has succeeded? What will success look like:
  - To the founders of the business
  - To the consumers, users of your product or service?
- What resources are needed to offer your product or service? (e.g. a storefront or other facility? Supplies? Equipment? Money? People? Other?)
- What skills will be needed to offer your product or service?