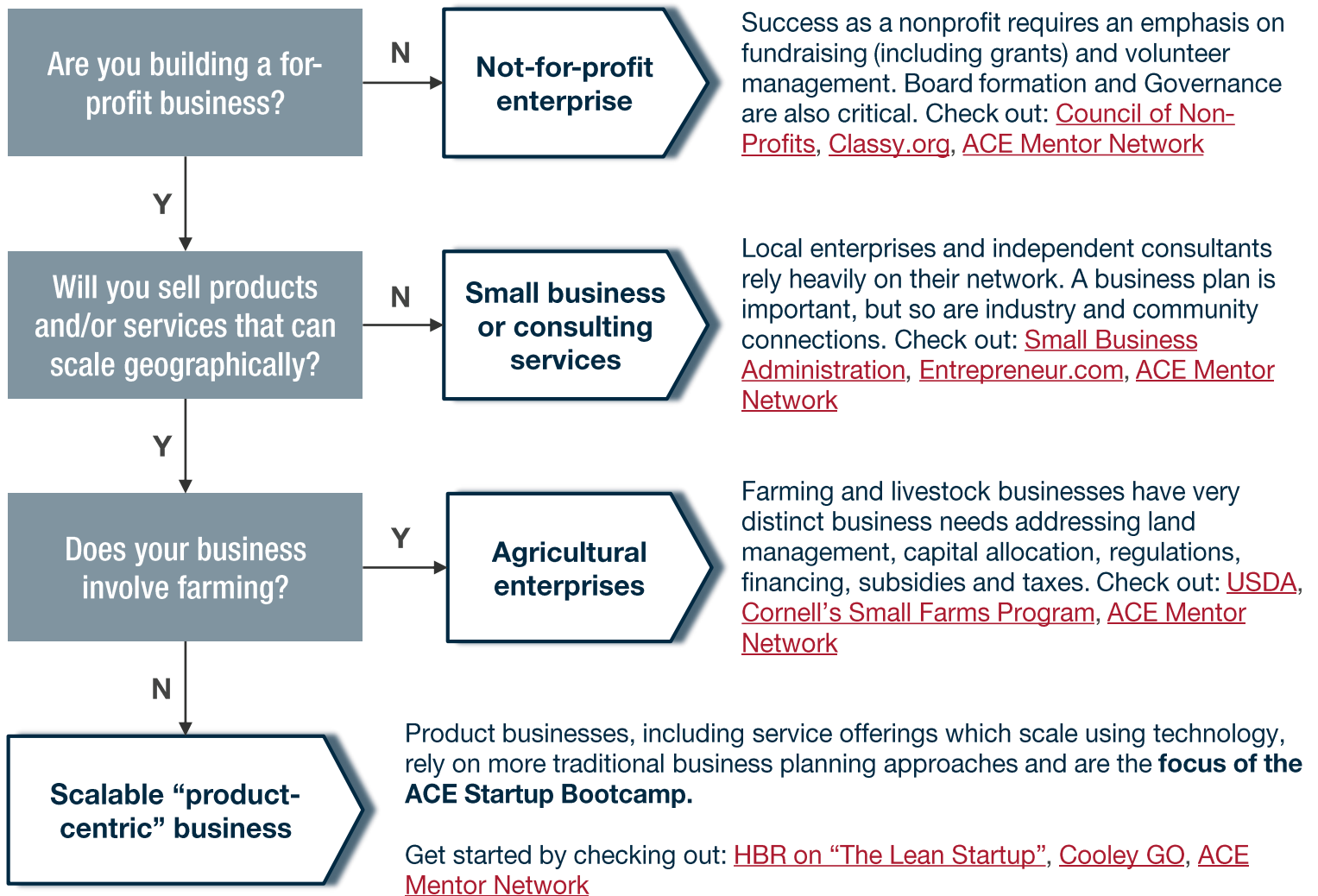


ENTREPRENEUR QUICKSTART



5 QUESTIONS EVERYONE NEEDS TO ANSWER

1

What unmet need are you satisfying, and do I care?

2

Can you describe with specificity the people who have this need?

3

How many people are in this group and how many of them can you serve?

4

How are these people satisfying this need today?

5

What will differentiate your product, service or offering from these alternatives?