



## Solopreneur Business Model Pyramid



### Goals

- ✓ *Why do you want to start your own business?*
- ✓ *What do you want to achieve with the business?*
- ✓ *What are your personal and business objectives?*

### Products

- ✓ *What products/services will you sell?*
- ✓ *What makes your products/services different or better than others?*
- ✓ *What are the primary features of your products/services?*
- ✓ *How much will you charge? Why? Will this change over time?*

### Customers

- ✓ *Who are your intended customers? Are there specific niches/segments you are going after?*
- ✓ *What problem/need are you going to solve for them? What benefits will they receive?*
- ✓ *What will make the customer come back to you? Why will they refer you to others?*

### Competitors

- ✓ *Who are your competitors? What advantages do they have over you?*
- ✓ *Are there certain advantages that you have over your competitors?*
- ✓ *How will you convince clients to move from your competitors to you?*

### Risks

- ✓ *What could go wrong with the business? What are the risks?*
- ✓ *What are the major weaknesses with your business?*
- ✓ *How will you avoid or plan around these risks and weaknesses?*

### Strengths

- ✓ *What experience, skills and talents are you bringing to the business?*
- ✓ *What contacts and networks can you access?*
- ✓ *What financial and other assets do you have to support the business?*

### Position

- ✓ *How do you want to portray yourself to the market and customers?*
- ✓ *What is your brand and image? What is this based on?*
- ✓ *How will people remember you? Why will they remember you?*

### Marketing

- ✓ *How will you approach your customers? How will they hear about your products/services?*
- ✓ *Will you sell direct and/or indirect through other people/businesses?*
- ✓ *If indirect, why should these people/businesses work with you? What benefits will they receive?*

### Operations

- ✓ *What is your legal structure? Are there government/industry requirements?*
- ✓ *How will you run your business? What will you do on a daily, weekly, monthly basis?*
- ✓ *Who are your partners? Suppliers? Who will you work with day to day?*

### Finances

- ✓ *How much do you make from each sale? How many sales do you need to survive?*
- ✓ *What are your expected revenues and costs? What is your worst estimate for sales?*
- ✓ *What is your cash situation? How much do you need for the business and yourself?*