

4 SIMPLE QUESTIONS TO NARRATE YOUR START-UP IDEA



1 Problem statement



Write down the problem statement that your startup is addressing or solving

2 Reason



Write down the reason that you think the problem still persists in the current period and how impactful it is.

3 Solution



Write down how your start-up is going to solve the problem

4 Positioning



Write the market gap the start-up is going to fit in

12 DETAILED QUESTIONS TO UNDERSTAD YOUR STARTUP'S PURPOSE



How many users or clients do you expect in 1 year's time?



1

Resources required in 1st year of execution (labors & employees)



2

What's the initial investment range you are expecting?



3 Choose from below:

- a) 0 to 1 Lakh
- b) 1 to 5 Lakhs
- c) 5 to 10 Lakhs
- d) 10 Lakhs and above

Profit range expected from the 1st year?



4 Choose from below:

- a) 0 to 2.5 Lakhs
- b) 2.5 to 10 Lakhs
- c) 10 to 20 Lakhs
- d) 20 to 50 Lakhs

5

10th Man Theory:

Write down 5 factors that will push your start-up towards the path of failure - from a 10th man POV



Factor 1

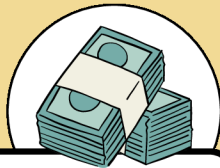
Factor 2

Factor 3

Factor 4

Factor 5

What will be the **Scalability** of your start - up



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Choose from below:

Town / City wide expansion

State wide expansion

Nation wide expansion

Global expansion

Is it executable with your current team (if you have one)



7

If yes, how?

If no, why?

Can this be executed or launched in your current city?

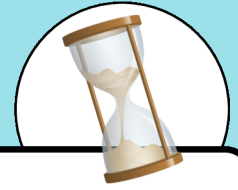


8

If yes, how?

If no, why?

Minimum time required to launch your MVP



9

For how long will your startup provide you with profits?



10

Note down your partners & co-founders (in numbers)



11

What is the **replicability** of your start-up?



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