# 2 Minutes to Win It

## Idea Generation Worksheet

<table>
<thead>
<tr>
<th>What about you?</th>
<th>What’s happening around you?</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are your interests? What do you do for fun?</td>
<td>What is missing in your hometown, your state, on the internet?</td>
</tr>
<tr>
<td>What skills do you have? What are you good at?</td>
<td>What trends or changes do you see…in your town, state, country?</td>
</tr>
</tbody>
</table>

- Demographic
- Political/legal
- Social
- Technological
- Other

<table>
<thead>
<tr>
<th>What work experience do you have?</th>
<th>Who do you know?</th>
</tr>
</thead>
</table>

What frustrates you? What do you wish you could change?

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What ideas for a business or non-profit can be generated from your experiences and what is happening around you? Look for ideas that capitalize on multiple interests, strengths and trends.

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How do you know if your idea is any good?

- Are you offering something unique or at least unique for your geographic area?
- Are there enough customers for your business?
- Are you providing value to your customers; offering something different, better, cheaper, and/or faster?
- Does your venture have a true competitive advantage?
- Is this a good time to start this type of venture?

*Is the answer YES to most of these questions? If so, go to the next page and start working on your entry!*
2 Minutes to Win It

Review the complete contest guidelines and submit your idea at [http://entrepreneur.uncg.edu](http://entrepreneur.uncg.edu). You will be asked to provide the following information about your idea. It’s that simple!

Proposed name for your business __________________________________________________________________________________________

Proposed location(s) __________________________________________________________________________________________

What products or services will your enterprise offer and what makes it unique? (1,000 character limit)

________________________________________________________________________________________________________________________________

________________________________________________________________________________________________________________________________

________________________________________________________________________________________________________________________________

Who are your target customers and how do you plan to attract and retain them? (1,000 character limit)

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What evidence can you provide that your idea will be successful? (1,000 character limit)

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Questions? Contact Justin Streuli, Director of the NC Entrepreneurship Center, at jstreul@uncg.edu or 256-8647.

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