

2 Minutes to Win It

Idea Generation Worksheet

What about you?

What are your interests? What do you do for fun?

What skills do you have? What are you good at?

What work experience do you have? Who do you know?

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

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.

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!

What's happening around you?

What is *missing* in your hometown, your state, on the internet?

What trends or changes do you see...in your town, state, country?

Demographic

Political/legal

Social

Technological

Other

2 Minutes to Win It

Review the complete contest guidelines and submit your idea at <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)

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

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

2 Minutes to Win It is proudly sponsored by:

