



## Introduction (Week 1)

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*Welcome to our entrepreneurship course! In this worksheet, you will learn how to develop a comprehensive business plan and pitch your ideas to potential investors and peers.*

1. What is a business plan, and why is it important for entrepreneurs?

2. What are the key components of a business plan?

3. Brainstorm a list of potential business ideas and identify the target market for each idea.

## Market Research (Week 2)

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*Conduct a simple market research survey to gather data on your target market.*

1. What is market research, and why is it essential for entrepreneurs?

2. Analyze the data and identify trends and patterns.

3. How can you use market research to inform your business plan?

## Financial Planning (Week 3)

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*Create a simple budget for your business idea.*

1. What is financial planning, and why is it crucial for entrepreneurs?

2. Identify potential funding options for your business.

3. How can you use financial planning to ensure the success of your business?

## Pitching and Presenting (Week 4)

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*Craft a 30-second elevator pitch for your business idea.*

1. What is a pitch, and why is it essential for entrepreneurs?

2. Practice presenting your pitch to a partner or in a small group.

3. How can you use pitching and presenting to secure funding and support for your business?

## Business Model Canvas

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*Create a business model canvas for your business idea.*

1. What is a business model canvas, and how can it help entrepreneurs?

2. Identify key partners, activities, and resources needed for your business.

3. How can you use the business model canvas to inform your business plan?

## Competitive Analysis

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*Conduct a simple competitive analysis of your target market.*

1. What is competitive analysis, and why is it essential for entrepreneurs?

2. Identify areas for differentiation and innovation.

3. How can you use competitive analysis to inform your business plan?

## Marketing Strategy

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*Develop a simple marketing strategy for your business idea.*

1. What is a marketing strategy, and why is it crucial for entrepreneurs?

2. Identify key marketing channels and tactics.

3. How can you use marketing strategy to reach your target market?

## Financial Projections

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*Create simple financial projections for your business idea.*

1. What are financial projections, and why are they essential for entrepreneurs?

2. Identify key financial metrics and benchmarks.

3. How can you use financial projections to inform your business plan?



## Pitching Practice

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*Practice presenting your pitch to a partner or in a small group.*

1. Receive feedback and refine your pitch.

2. Identify areas for improvement and develop a plan to address them.

3. How can you use pitching practice to improve your presentation skills?

## Conclusion

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*Congratulations! You have completed the worksheet on developing a business plan and pitching ideas to potential investors and peers.*

1. Reflect on what you have learned and how you can apply it to your own business idea.

2. Remember to continuously refine and iterate your business plan and pitch as you learn and grow as an entrepreneur.

3. What are your next steps in developing your business idea?