



Heart of Your Start-up Strategy

- 1 **Be able to explain 5W1H in your proposed business:**
 - 1 **Business Concept** **What**
 - 1 What is your business idea?
 - 1 Recognize the fact your idea is not the first idea for those who read business plans often
 - 1 **The Problem** **Why**
 - 1 Clearly state the social issues (problem) & why it is important for the society (market)
 - 1 **Size of the Problem**
 - 1 How big is the subject matter in the society (market)
 - 1 **Your Solution** **How, When & Where**
 - 1 How do you solve the problem
 - 1 When? (proposed timeline)
 - 1 Where exactly? (focused strategy/niche strategy)
 - 1 **Who are you:** **Who**
 - 1 Management, Track Record
 - 1 Explanation about your core competence



Heart of Your Business Strategy

Please fill out the following **(5W1H)**:

1 **What is your business concept?**

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1 **The problem (size of the problem) :**

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1
1

1 **Your solution:**

1
1
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1 **Who are you?:**

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