

StartSurviveGrow – I CAN DO IT guide to having a Great Idea

It is something that you have proved customers/consumers want or need

Costs have been considered carefully and concisely and a real profit margin exists

A clear route to market has been identified and you have got your first sale

Nobody is doing it already the same way you plan to do it and you're sure

Dragons Den type investment IS NOT needed to get the idea off the ground

Only thing that stops you from thinking about/working on your idea is the need to sleep and eat

It can be explained to an uneducated person in less than one and a half minutes

Team has been identified and agreed to work on the areas you lack skills/expertise