**Worksheet**

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| **Questions** | **Answers** |
| *Who is your protagonist? – Describe your customer, their needs, challenges, and emotions* |  |
| *What problem(s) does your project solve? – What significant difficulties does your customer face?* |  |
| *How did you discover this problem? – Have you experienced it yourself? What led you to seek a solution?* |  |
| *What is your solution? – How does your product or service improve the customer's situation?* |  |
| *What benefits does your solution bring to its users?* |  |
| *Why is this problem important? – What added value does your solution provide?* |  |
| *How does your offer work? – What is your product/service, and how does it function?* |  |
| *Is this the right time for your idea? – Does your venture align with current market trends? Is the market ready for it?* |  |
| *Who are your customers? – Who is the target user of your product/service?* |  |
| *How do you plan to generate revenue? – What business model will you adopt, and what benefits will its implementation bring?* |  |
| *What financial resources do you need? – What investment is required to launch and develop your product/service?* |  |
| *Do you have the right team to execute the project? – Do you possess the necessary skills and expertise to bring your idea to life?* |  |