



Worksheet

Questions	Answers
<i>Who is your protagonist? – Describe your customer, their needs, challenges, and emotions</i>	
<i>What problem(s) does your project solve? – What significant difficulties does your customer face?</i>	
<i>How did you discover this problem? – Have you experienced it yourself? What led you to seek a solution?</i>	
<i>What is your solution? – How does your product or service improve the customer's situation?</i>	

<p><i>What benefits does your solution bring to its users?</i></p>	
<p><i>Why is this problem important? – What added value does your solution provide?</i></p>	
<p><i>How does your offer work? – What is your product/service, and how does it function?</i></p>	
<p><i>Is this the right time for your idea? – Does your venture align with current market trends? Is the market ready for it?</i></p>	
<p><i>Who are your customers? – Who is the target user of your product/service?</i></p>	

<p><i>How do you plan to generate revenue? – What business model will you adopt, and what benefits will its implementation bring?</i></p>	
<p><i>What financial resources do you need? – What investment is required to launch and develop your product/service?</i></p>	
<p><i>Do you have the right team to execute the project? – Do you possess the necessary skills and expertise to bring your idea to life?</i></p>	