



# 3 – Developing Ideas

## Worksheet 2



Make £5 Grow

### What event or festival could your business idea help people celebrate?

For example, you could sell Diwali candles or lamps.

Event or festival	Business idea

### Where could you sell your product?

For example, perhaps your canteen doesn't sell cookies, which you could bake and sell.

Location
<i>Example: Shop</i>

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Make £5 Grow

## Worksheet 3

### Idea generator

Think of at least one business idea based around a hobby, something people can't buy, or an event or festival!

A hobby or interest we enjoy is...	A business this could start is...

Something people can't buy at school is...	A business this could start is...

# 3 – Developing Ideas

## Worksheet 4



Make £5 Grow

An event or festival coming up is...	A business this could start is...

A suitable location to have a business is...

# 3 – Developing Ideas



## Worksheet 5

Make £5 Grow

### Developing our idea

Use this sheet to help you understand your business idea.

Remember to use market research to test your ideas!

**An event or festival coming up is...**

**We would sell to...**

**Our range of products might include...**

**We think people might be happy to pay...**

**We'll give customers good value for money by...**

## Market research questionnaire

How much do people like our idea? Ask people to tick an emoji:


What price would they pay? Ask people to tick an amount:

<b>50p</b>	<b>75p</b>	<b>£1.00</b>	<b>£1.50</b>	<b>£2.00</b>

How would people like us to improve our idea? Write their ideas below:

Where would people want to buy from us? Ask people to tick a place:


When would be a good time to sell? Ask people to tick a time:


Who else sells things like this? How much do they charge?

<b>Sellers:</b>	<b>What they charge:</b>

What do people like or dislike about our competitors? Write their ideas below:

<b>Likes:</b>	<b>Dislikes:</b>

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## Worksheet 7

### My confidence about generating ideas

#### How do I feel right now?

Circle how confident you feel about each sentence:

I could think of ideas for an enterprising business	
I could list some business ideas based on my interests, something people can't buy, or an event or festival	
I could explain what good value for money means	
I could list some questions to ask to find out more about an idea	

#### At the end of the module

How has your confidence changed?

I can think of ideas for an enterprising business	
I can list some business ideas based on my interests, something people can't buy, or an event or festival	
I can explain what good value for money means	
I can list some questions to ask to find out more about an idea	

#### Something I've learned about ideas or market research:

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#### Something I'd like to learn more about:

.....

#### Something I'd like to learn more about:

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