

WORKSHEET 11: IDEAS FOR PROVING YOUR BUSINESS CASE

AREA TO PROVE	ELEMENTS OF PROOF
1. I will prove that my customers are real and that there is a strong demand for my products and services.	
2. I will prove the size of my market.	
3. I will prove my qualifications.	
4. I will prove my suppliers.	
5. I will prove my pricing is workable.	
6. I will prove my financial case.	
7. I will prove my business is sustainable.	
8. I will prove that I can mitigate risks and meet all of the applicable regulatory requirements.	
9. I will prove my business case.	