

WORKSHEET 24: PROVING YOUR BUSINESS CASE	
HAVE YOU PROVEN...?	HOW?
1. Your customers are real and that there is a strong demand for your products and services?	
2. The size of your market?	
3. You're qualified to run your business?	
4. You can supply your products and services?	
5. Your pricing is acceptable to your customers?	
6. Your business is financially viable?	
7. Your business is sustainable?	
8. You can any mitigate risks and meet all of the applicable regulatory requirements?	
9. Have you proven your business case?	