



TEST 4 STARTUPS

# THE BILL

WHAT BUSINESS IS BENEATH YOUR IDEA

**INVOICE**

Sold to \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Ship to \_\_\_\_\_

\_\_\_\_\_

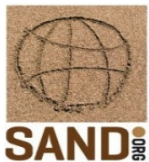
\_\_\_\_\_

Quantity	Price	Amount

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





# YOUR BILL : WHAT KIND OF BUSINESS COULD START YOUR IDEA?

## YOUR BUSINESS ...IN A SIGHT



BUSINESS IS ON THE WIRE, YOU ARE GOING STRAIGHT TO FAIL IF YOU DON'T CHANGE IT UP... NOT NECESSARILY A GOOD IDEA IS ABLE TO GENERATE REVENUES, YOU SHOULD CHECK THAT IDEA AND THE WAY YOU THINK IT WILL WORK AND FINALLY REALIZE IF IT REALLY CAN BE A WORTHY BUSINESS OR IF SOME THINGS MUST CHANGE DRASTICALLY

### POTENTIAL MARKET SIZE



### POTENTIAL TO GENERATE REVENUE EASILY



## AREAS EXPLORED (WATCH OUT WITH THE RED ONES)

WHAT ARE WE OFFERING	TO WHOM	HOW MANY ARE THEY	HOW ARE WE GOING TO GROW	WHAT ARE THEY BUYING	THE OTHER MARKET OFFERS...	THEY WILL PAY ME BECAUSE..	WHERE ARE OUR BUCKS COMING FROM?
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## YOUR BUSINESS PROFILE

MARKETBUSTER



POWERSELLER



MONEYMAKER

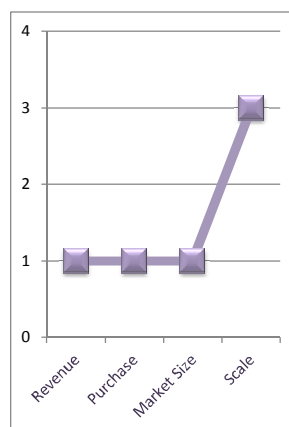
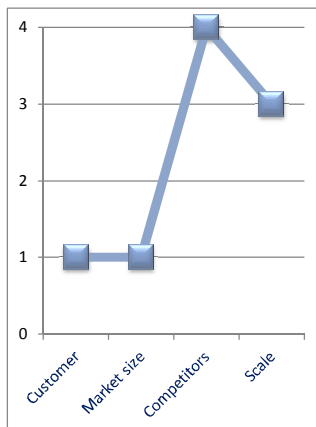
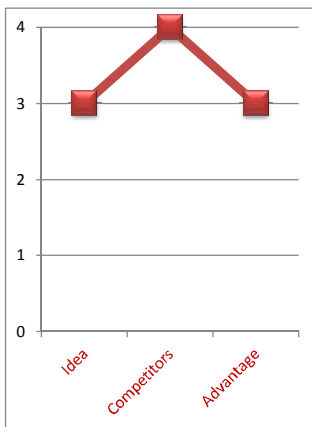


ROAD TO SUCCESS

CHECK YOUR ENGINE

6

ROAD TO RUIN





# ANY DOUBTS AFTER HAVING A LOOK TO THE BILL?

## SCORES

SCORES are based on the traffic lights logic, green is ok, yellow is warning and red is stop. And the arrows point from upside green (max) to downside red (min) with two levels of medium yellow (close to max or close to min)

## WHAT ARE WE TALKING.....

We call this tool "The Bill" cause a Super Business Angel we know, told us that he always ask the same questions to all the entrepreneurs who wanted to be invested by him, just to have a better idea of their businesses. He described us this questions as the bill i.e. the information contained on a bill: what 's the customer, what are you selling, how you do business and get income and who (and how many) are your clients. So we had an epiphany and tried to figure out what sort of business came from a business idea, so we shake this point of view and group together all questions that appear, in two big potential areas:

## MARKET SIZE

We include the questions we'd like to know of your business idea, related to market and customers

## REVENUES ABILITY

We put into this bag the questions we would like to know about the way your idea make incomes

## BUSINESS DESIRED PROFILE

Finally we establish three desired nicks for your business, and apply your idea to the concepts. Please, remember this categories are references, not promises

### MARKET BUSTER

Could have your idea the ability to growth, scale and be a reference in the market?

### POWER SELLER (nothing to do with eBay)

Could have your idea the ability for getting significant sells easily?

### MONEY MAKER

Could have your idea the ability of find ways to monetize easily?