



# BUSINESS VIABILITY QUESTIONNAIRE

**1** Can I explain my business idea, service or product clearly in 3 sentences or less?

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**2** Is this business solving a problem or meeting a need?

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**3** How much money will I need?



To **start** the business : \_\_\_\_\_

To cover **business expenses** each month: \_\_\_\_\_

To cover **owners draw** each month: \_\_\_\_\_

To draw for **living expenses** each month: \_\_\_\_\_

**4** Can my owners draw cover my living expenses?

Yes  No

**5** Are there enough potential customers in my area to support the revenue I need?

Yes  No

**6** Is there potential growth with this business?

Yes  No

**7** Do I need to access financial resources to start this business?

Yes  No

**8** Are these resources accessible to me currently?

Yes  No

**9** Which of the following aspects of starting and operating a business have I **already considered**?

*Check off all that apply.*

- |                                    |   |                                  |   |
|------------------------------------|---|----------------------------------|---|
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Industry regulations | <input type="checkbox"/> HST     | <input type="checkbox"/> Bookkeeping        |
| <input type="checkbox"/> Permits   | <input type="checkbox"/> Suppliers            | <input type="checkbox"/> Payroll | <input type="checkbox"/> Banking            |
| <input type="checkbox"/> Licenses  | <input type="checkbox"/> Contracts            | <input type="checkbox"/> WSIB    | <input type="checkbox"/> Payment processing |

**10** Which of the above fields have I **not yet explored**?

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**11** Have I **looked for answers** in TBC's other business guides?

Yes  No

**12** Do I have remaining questions about starting my business?

Yes  No

**Schedule a consult at [enterprisetemiskaming.ca](http://enterprisetemiskaming.ca)**



**13** After the above considerations, do I still feel my business idea is feasible?

Yes  No

**Great!**

Consider reading TBC's "10 Steps to Starting a Small Business" document!



Space for reflection:

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