

# Zeroing in on Your Venture Idea

One way to start zeroing in on a venture plan, and beginning to get a bit of detail, is to ask yourself a lot of “Who, What, When, Where, Why, and How.”

<b>WHO?</b> Who’s on your team?	
<b>WHAT?</b> What will you do? What product, service, or activity will your Venture offer?	
<b>WHEN?</b> When will you offer it? Frequency? Duration? Hours?	
<b>WHERE?</b> Where will you operate your Venture?	
<b>WHY?</b> Why is this needed?	
<b>HOW?</b> How will it help the community? How will it make a positive impact?	
<b>WHO?</b> Who will your Venture benefit?	
<b>WHAT?</b> What will your specialty be? What will make your Venture stand out?	
<b>WHEN?</b> When will you start your Venture?	
<b>HOW?</b> How will your Venture be ongoing? Is it realistic?	
<b>HOW MUCH?</b> What costs will you have to start and operate your Venture?	
<b>WHO?</b> Who will do what in operating your Venture?	