

Business Creator Badge**Planning Guide**

Consider your product, service, or technology:

- ▶ **What is it called and what does it do?**
- ▶ **What is special about it?**
- ▶ **Who will use it?**
- ▶ **How will you let people know about it?**
- ▶ **How much will it cost to make?**
- ▶ **How much will it cost to distribute?**
(How will you get it into the hands of the people you want to help?)
- ▶ **How much will you charge your customers?**
- ▶ **How will you sustain and grow your business?**