

## Business Startup Badge

# Planning Guide

- What is your business name?  
(And logo if you have one.)
- What is your product, service, or technology, and what does it do?
- What is special about it?
- Who will be your customer?
- What are your goals for your product, service or technology?
- How will you let people know about your business?
- What will your product, service, or technology cost to produce?
- What will it cost to distribute?  
(How will you get it into the hands of the people you want to help?)
- How will you fund your business?