



## Business Concept Questions

### **The Product:**

1. What is the name of your product or service?
2. What is the purpose or function of your product or service?
3. What is your unique selling position (your niche)?
4. How will you protect your Product or service?

### **The Market:**

5. Who is your target market?
6. Where and how will you sell your product or service?
7. Where and how will you sell your product or service globally?
8. How will you promote and advertise your product or service?
9. How will your product or service be branded?

### **The Money:**

10. What will be the initial investment, and why?
11. What is the cost to produce? Justify your answer.
12. How much will you sell it for? And what is the profit margin?
13. How much of your product or service will you have to sell to break even?

### **The Next Steps:**

14. What is your next step?

All questions must be answered in 200 words or less and submitted through the Youth Entrepreneurship programs website ([www.yepsc.org](http://www.yepsc.org)) by the deadline. Late submissions or submissions exceeding 200 words per question will be disqualified.