

**NEW BUSINESS PROFORMA 2022**

**Aspiring entrepreneurs – enterprise hub**

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| **Idea overview**  Brief introduction of how the idea came about, its purpose and an outline of how it might work |
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| **WHO might use it? WHERE MIGHT IT BE USED?**  Target users by job title, perhaps? Any institution/organisation it would benefit? Which Sector? |
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| **The market b2c, b2b or both?**  Business to Customer or Business to Business, or both? |
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| **EXPLAIN WHy you believe there is a demand for your idea**  Personal experience, observations, research, etc. |
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| **How far have you developed this idea?**  Initial idea stage, market tested the idea, etc. |
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| **Have you had any feedback about your idea?**  Please outline any feedback, if you do not have this yet, please state that |
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| **Do you have any supporting material to add to this proposal?**  Please include anything that will support your idea |
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