



2026 Business Idea Worksheet

A STEP-BY-STEP GUIDE

Welcome to the 2026 Business Idea Worksheet

Exodus Management and Consulting, LLC understands that turning a business idea into a successful venture requires more than just passion; it requires careful planning and a deep understanding of market needs, customer base, and business viability. This worksheet is designed to help you assess and refine your business idea, ensuring that it is both feasible and aligned with market demand.

Use this guide to explore key aspects of your business idea, from identifying your target audience to assessing market demand, funding options, and growth strategies. We are here to support you on your entrepreneurial journey, providing insights and tools that can help bring your vision to life.

Market Research

- **Target Audience:** Who are your ideal customers? Describe their demographics, needs, and behaviors.
- **Market Trends:** What are the current trends in the industry you are entering? How do they affect your business?
- **Competitor Analysis:** List your top competitors. What are their strengths and weaknesses? How will you differentiate your business?

Target Customer	<u>List here</u>	<u>Demographics, needs, buying behaviors</u>
Market Trends	<u>List Current Industry Trends</u>	<u>How will they affect your business?</u>
Competitor Analysis	<u>Who are your competitors?</u>	<u>Strengths, Weaknesses, Your differentiator,</u> Add additional information

Customer Base

- **Problem/Solution Fit:** Does your business idea solve a real problem for your target audience? Explain how.
- **Customer Needs:** What are the most pressing pain points of your customers that your product or service will address?
- **Marketing Channels:** Which marketing channels will you use to reach your audience? (e.g., social media, SEO, email marketing)

Problem/Solution Fit Example	<p>Problem: Busy professionals often struggle to eat healthy during the workweek due to a lack of time for meal prep, leading them to rely on unhealthy takeout or skip meals entirely.</p> <p>Solution: Our Meal Prep Subscription Service provides fully prepared, healthy meals delivered to professionals, saving them time and ensuring they eat nutritious food without the hassle of cooking or ordering unhealthy options.</p>	
Problem/Solution Fit	<p><u>Problem</u></p> <p>Include relevant highlights, i.e., data</p>	<p><u>Solution</u></p> <p>Add additional information</p>
Customer Needs	<p><u>Pain Points</u></p>	<p><u>How will your product address this or fulfill customer needs?</u></p>
Marketing Channels	<p><u>Platform</u></p>	<p><u>Messaging Context (Use social media marketing Framework).</u></p> <p>1. Educate 2. Empower 3. Entertain, 4. Engage</p> <p><u>What content will you use and for what purpose?</u> Informational or Promotional</p> <p>Infographics, Videos, Posters,</p>

Viability Checkpoints

- **Cost & Revenue:** What are your estimated startup costs? What are your expected revenue streams?
- **Prototype Testing:** How will you test your prototype with customers? What feedback are you looking for?
- **Market Demand:** Is there proven market demand for your product or service? Provide any data or research that supports this.

<u>Cost & Revenue</u>	<u>Prototype Testing</u>	<u>Market Demand</u>
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Strategy Development

Business Model: Describe your business model and value proposition.

Funding Options: What funding options will you explore (e.g., loans, investors, crowdfunding)?

Growth Plan: Set specific growth goals for the next 1, 3, and 5 years.

Business Model	<u>Examples</u> <ol style="list-style-type: none"> Subscription Model: Netflix Freemium Model: Spotify (Free tier with premium options) E-commerce Model: Amazon Marketplace Model: Airbnb Productized Service Model: Basecamp (Project Management Tool) Advertising Model: Google Licensing Model: Microsoft Franchise Model: McDonald's On-Demand Model: Uber Direct Sales Model: Tupperware 	<u>What is the best business model for your idea and why?</u>
Funding Options		
Market Demands		



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