



Entrepreneurial Idea Generator

Use this worksheet to brainstorm and develop a business idea.

Step 1: What are your interests?

(e.g. Gaming, fashion, tech, food, art)

Step 2: What problems do you notice in these areas?

(e.g. "There's nowhere to get affordable healthy food near college")

Step 3: What could solve that problem?

(e.g. A mobile smoothie van that comes to campus)

Step 4: How is your idea different?

(e.g. Vegan-only menu, compostable packaging)

