



Guiding Questions to Shape Your Business Idea

In this document, you'll find some questions to help you organize your ideas and give structure to your project. Answer as clearly as possible the ones you can. And don't worry if you don't have all the answers yet—what matters is to get started.

1. About the project's identity

- How would you describe your project in one short sentence?
- Is it a company, a collective, a community, a store, a social initiative...?
- What code name can you give it while you define the final one?
- What keywords define what you do or what you want to do?

2. About what you offer

- What problem does your project solve?
- What type of products or services will you offer?
- Is it a digital service, in-person, personalized, mass...?
- Is it a physical product, digital, handmade, industrial, exclusive...?
- Is there something you won't do or don't want to include in your project?

3. About your purpose and vision

- Why do you want to do this? What's the reason that drives you?
- How do you want your project to impact others?
- What values are essential to you and should be reflected in your project?
- What would you like to achieve in the future with this idea? What does WINNING mean in your project?

4. About your audience and clients

- How do you want people to perceive your brand or project?
- What communication tone will you use? Formal, relaxed, technical, emotional...?
- How would you like to reach your audience? (Social media, events, word of mouth...)
- Are there communities, ambassadors, companies, or brands you could collaborate with?

5. About communication and visibility

- How do you want people to perceive your brand or project?
- What communication tone will you use? Formal, relaxed, technical, emotional...?
- How would you like to reach your audience? (Social media, events, word of mouth...)
- Are there communities, ambassadors, companies, or brands you could collaborate with?

6. About sustainability and growth

- How will you finance the start of the project?
- What monetization options can you explore? (sales, memberships, donations, ...)
- Have you thought about whether it will be a non-profit project or a limited company?
- What does GROWTH mean for your project?

I invite you to explore more articles on the [blog](#) where you'll find additional resources to understand and design your project's strategy. Or write us an email at hello@muchas-setas.com—we're always open to conversations and exchanging ideas.