



BUSINESS VIABILITY QUESTIONNAIRE

1 Can I explain my business idea, service or product clearly in 3 sentences or less?

2 Is this business solving a problem or meeting a need?

3 How much money will I need?



To **start** the business :

To cover **business expenses** each month:

To cover **owners draw** each month:

To draw for **living expenses** each month:

4 Can my owners draw cover my living expenses?

Yes No

5 Are there enough potential customers in my area to support the revenue I need?

Yes No

6 Is there potential growth with this business?

Yes No

7 Do I need to access financial resources to start this business?

Yes No

8 Are these resources accessible to me currently?

Yes No



9 Which of the following aspects of starting and operating a business have I **already considered**?

Check off all that apply.

- | | | | |
|------------------------------------|---|----------------------------------|---|
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Industry regulations | <input type="checkbox"/> HST | <input type="checkbox"/> Bookkeeping |
| <input type="checkbox"/> Permits | <input type="checkbox"/> Suppliers | <input type="checkbox"/> Payroll | <input type="checkbox"/> Banking |
| <input type="checkbox"/> Licenses | <input type="checkbox"/> Contracts | <input type="checkbox"/> WSIB | <input type="checkbox"/> Payment processing |

10 Which of the above fields have I **not yet explored**?

11 Have I **looked for answers** in TBC's other business guides?

Yes No

12 Do I have remaining questions about starting my business?

Yes No

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13 After the above considerations, do I still feel my business idea is feasible?

Yes No

Great!

Consider reading TBC's "10 Steps to Starting a Small Business" document!



Space for reflection:
