

DAY 1 WORK BOOK

DISCOVER YOUR BUSINESS IDEA



By Founderley

What Exactly is a Business Idea?

A business idea isn't just a random thought like "I want to start a boutique" or "I'll sell on Instagram." That's just a category. A real business idea is *a clear solution to a specific problem faced by real people—and they must be willing to pay for that solution.*

Think of it like this:

“What am I good at, what problem do I care about, and what gap exists in the current market?”

A strong idea is shaped by your personal strengths, your curiosity (or even frustration), and an actual need you observe in the world. The more specific it is, the more powerful it becomes. We're not just dreaming here—we're designing something useful and profitable.

So in this step, we'll explore what makes a good idea, how to validate it, and where it fits in the real world.

Key Components of a Business Idea :

1. **Problem** — What issue, pain, or need are you solving?

- E.g. “Freelancers struggle with managing client payments.”

1. **Solution** — What product/service solves that problem?

- E.g. “An app that automates invoices and reminders.”

1. **Target Audience** — Who exactly is facing this problem?

- E.g. “Freelancers aged 22–35 doing design, writing, and digital marketing.”

1. **Monetization** — How will you make money?

- E.g. “Subscription model at ₹199/month.”

A Real Business Idea Sounds Like This:

“I want to build a mobile app that helps Indian freelancers track payments, send invoices, and automatically remind clients—because many of them lose money due to late payments.”

*Now that’s **a business idea.***

What It’s NOT:

- Just your passion (“I love baking”) — unless it’s solving a desire .
- Just copying someone else (“I’ll start an Amazon-like app”) — unless you add a twist.
- Just a trend-chasing plan (“I’ll sell NFTs”) — unless there's long-term value.



Formula for a Solid Idea:

[Your Skill or Interest] + [Problem You Care About] + [Gap in Market] = Business Idea

So instead of teaching fluff, we tell them to dig into their strengths + real-world frustrations + online patterns to shape something that could turn into a business.

Day 1 Worksheet :

Discover Your Business Idea

Step 1: Self Inventory

What are you already good at or interested in? List without judgment.

✅ ***Skills I have:***

-
-
-

♥ ***Topics I care about deeply:***

-
-
-

🤔 ***Problems that annoy me or make me curious to solve:***

-
-
-

Step 2: Look Back to Leap Forward

What's a problem you faced 3–6 months ago and wish someone solved for you?

"I wish I had a _____ when I was trying to _____."

→ *That's a potential business idea.*

Step 3: Idea Draft

Now based on the above, fill this like you're pitching your idea to a friend.

My Idea in 2–3 Sentences:





Step 4: Categorize Your Idea


What type of product/service does it sound like?

- ☐ Course
- ☐ Service
- ☐ Physical product
- ☐ Mentorship/coaching
- ☐ Tool/software
- ☐ Community
- ☐ Other: _____

Step 5: Market Check

Go online and search: Has someone already done this?

Search on Google, Instagram, YouTube, Udemy, Amazon, etc.

 ***Who are 2–3 competitors? What are they doing well or badly?***

1. _____ →  **Insight:** _____

2. _____ →  **Insight:** _____

3. _____ →  **Insight:** _____

Final Output for Day 1:

☒ **One idea you're excited about pursuing:**

End of Day 1

Summary

Today, you planted the first seed of your business. By reflecting on your strengths, frustrations, and real-life experiences, you didn't just come up with any idea — you crafted a solution rooted in your own journey. This is how real businesses are born.

You now have a problem worth solving and a reason that makes it meaningful. From here on, we build around it — brick by brick.