

The Idea

Having an idea is only the beginning of your business journey. First, you need to explore your idea's potential.



1. Have the idea:

- Do you have skills or expertise that others want?
- Can you see a problem no one else is solving?
- Have you created something completely new that you can bring to market?
- Think about who will buy your product or service, and why they would buy it from you.

2. Write down your idea so you can explain it to others:

- Clarify your idea by describing it in a couple of sentences.
- Include a description of the customer benefits.
- Test out your description to make sure it works.

3. Think about your motivation for starting a business:

- Are you prepared to put in the long hours necessary to build a successful business?
- Do you have a network of people with other skills that you can draw on?
- Be realistic about whether you have the time and skills to deliver your idea.
- Do you want a hobby business? Or are you ambitious enough to build a sustainable, profitable, and long-term business?

Find advice and support

- From others who have started up a business in Jersey.
- Look at the Jersey Business website to help you create your initial plan.

