



Planning a new venture – Identifying the new venture idea

Definition of your new venture idea

The new venture idea is a focal point for developing your new enterprise. It is a single focus which concentrates creative thinking into one area; it is however general enough to allow for plenty of different specific product or service ideas at this stage.

Define your new venture idea in a short sentence which links products, services, technology or resources, to market needs or problem areas.

DEFINITION
<p>My new venture idea is ...</p>