**Is This Business/Idea Viable For You?**

***Questions to Ask Yourself***

* Can I explain my business idea, service or product clearly in 3 sentences or less?
* Is this business solving a problem or meeting a need?
* Are there enough potential customers to support the revenue I need?
* Is there potential for growth with this business?
* How much money do I need to draw from the business each month in order to cover my living expenses?
* How much money is required to start this business?
* How much revenue do I need each month in order to cover my business expenses and owners draw?
* Do I need to access financial resources in order to start this business? Are these resources accessible to me currently?

If your business idea meets the needs and requirements above, this may be a viable and realistic business venture for you!

* Have I considered all the aspects of starting and operating a business (insurance, permits, licenses, industry regulations and requirements, suppliers, contracts, payment options, HST, payroll, bookkeeping, WSIB, banking etc.)?