Which Business Should You Start?

which business should fou start?		
EXPLORE YOURSELF		
WHAT ARE MY INTERESTS AND PASSIONS?	WHAT AM I GOOD AT?	
WHAT AM I INTERESTED IN? What do I naturally enjoy doing,	MY TALENTS AND SKILLS	
reading about, watching, discussing with friends?	List everything that comes to your mind	
	MY KNOWLEDGE	
	Which products, services or areas do I know the most?	
	MY EXPERIENCE	
	Areas of my working experience and connections	
	MY PERSONAL STRONG SIDES AND ADVANTAGES	
	How am I different from others? How can I stand out?	
	MY PERSONAL WEAK SIDES	
	I can use them to serve people with similar weaknesses	

EXPLORE T	HE MARKET
WHAT DO I SEE?	WHAT CAN I DO ABOUT IT?
GAPS. Are there products or services that people need but aren't currently available or are under-served?	VALUE. How can I fill the gaps? Which value can I create and offer to the market?
PROBLEMS AND PAINS	SOLUTION
Which problems and pains of people or businesses do I see?	How can I solve the problems and pains?
MARKET SIZE Is there enough Market to support my Business?	MY PORTION OF THE MARKET Which portion of the total market I can realistically win?
MAIN COMPETITORS What are my main competitors and their strong and weak sides?	MY ADVANTAGES AGAINST THE COMPETITORS What can I do cheaper, better or faster than my competitors?
TRENDS and COMMUNITIES (related to products or services).	MY RESPONSE
What are the popular trends? Are there existing communities?	How can I participate in a trend, or serve a target community?