

# How We Know Our Idea is Solid

- ☐ This is an industry with a lot of players with multi-million dollar companies
- ☐ This business does not require huge startup capital and I have the resources to get started
- ☐ Each sale I make is a substantial amount of money. Not \$3 but more like \$50 or more.
- ☐ The business is simple to get going and I can launch in the next 30-60 days
- ☐ There is opportunity for recurring revenue from each customer I find
- ☐ The market is large but competition is primarily regular folks and not primarily sophisticated companies with a ton of funding.