

1. What business idea does the person/business or NGO have?
2. Which person (group of people) developed the business idea?
3. What use does the business idea offer customers?
4. How was the business idea implemented?
5. Which events have led to the success of the business and which ones have caused setbacks?
6. Which competitive advantage(s) does the business idea have today?
7. What advantages has this area taken from your idea?
8. Did local administration play a role in the implementation of your business idea?
9. How did you advertise your product?
10. What advice or tip would you give students who want to develop and implement a business idea?