|  |  |  |
| --- | --- | --- |
| **Plus** | **Minus** | **Interesting** |
| **Business idea 1** |  |  |  |
| **Plus** | **Minus** | **Interesting** |
| **Business idea 2** |  |  |  |
| **Plus** | **Minus** | **Interesting** |
| **Business idea 3** |  |  |  |

|  |  |  |
| --- | --- | --- |
| **Potential of business idea 1** | **Potential of business idea 2** | **Potential of business idea 3** |
|  |  |  |

**Business idea chosen:**

**Evidence based justification:**