

MAIN ITEM	EXPLANATION	HELP IN THE BOOK
Business concept	How will the company make money, what is its business foundation?	
My personal resources	What training and experience do I have that makes me qualified to start my own business? What do I lack in terms of education and experience?	
	What personality do I have and how does it fit my desire to start my own business?	Chapter 4 on the people in the organization. The section, 'The Personality of Man'
	What kind of intelligence do I have and how does it fit my desire to start my own business?	Chapter 4 on the people in the organization. The section, 'Human intelligence'
	How is my motivation to start my own business? Am I sufficiently motivated?	Chapter 4 on the people in the organization. The section, 'Motivation'
	Am I and my surroundings ready for the change that the start of our own business will entail?	Chapter 10 on the organization's strategy. The section, 'Strategic Analysis -stakeholder analysis' Chapter 4 on the people in the organization. The section, 'Change'