Keys to Choosing a Business Idea is an interactive technical note which develops students understanding of the five major factors which should be considered when deciding on a business idea.

This interactive technical note is separated into three areas:

- An initial exercise which serves as an introduction
- A main theoretical note consisting of five sub-areas
- A conclusion exercise with expert's opinion
The student begins the first section by reading an executive summary of a new business venture. The student then needs to answer a series of questions about the key factors that need to be considered when evaluating a business idea.
The second section details the five major areas that should be taken into account when selecting a business idea. Once the student has studied the information in this section, in the final part of this technical note the student repeats the initial exercise and has the opportunity to modify the answers. These decisions can then be compared to the expert’s opinion.