**PESTEL TEMPLATE**

Now that you have researched each element of the PESTEL framework, complete the table below with your findings.

|  |  |  |
| --- | --- | --- |
| PESTEL FACTOR | Positive elements for your business idea | Negative impacts on your business idea |
| Political |  |  |
| Economic |  |  |
| Social |  |  |
| Technological |  |  |
| Environmental |  |  |
| Legal |  |  |