FREE EDUCATIONAL RESOURCE

This guide provides practical, educational information only. It does not constitute financial, legal, investment, or guaranteed outcome advice.
Always conduct your own research and consult qualified professionals before making decisions.

BusinessIdeaScorecard

INTRODUCTION

- A simple framework for comparing business ideas before committing time or money.
- Score and compare across critical dimensions.

THE FRAMEWORK

- Demand - How big is the problem? Who experiences it intensely?
- Competition - Who else is solving this? What gaps exist?
- Economics - How much does it cost to serve one customer? At what pricepoint do you break even?
- Complexity - What skills/tech/knowledge do you need? Are they accessible?

NEXT STEPS

- Use this scorecard before writing code or spending marketing budget.
- Your first idea may not be the right one.