

Idea Testing Scorecard

Based on the top three ideas from the workbook, evaluate your ideas based on each of the questions.

How to use this scorecard:

1. All of the questions are given a unique number of points, based on their importance. One question may have more or less points than another question based on how critical it is to your success. You can score a total of 50 possible points for a single idea.
2. Rate your answer for that question based on how well you think your idea lives up to that criteria. For example, if you're only mildly passionate about an idea, you might give it a 3 out of the 9 total points for that criteria. If you're incredibly passionate, you would give it the full amount of points, in this case a 9.
3. If you're not sure how to rate an idea in a specific criteria, make your best guess, and move on.

Are you ready? Bring on the epiphanies!

MONTH ONE: YOUR NO END PATH

	Idea one:	Idea two:	Idea three:
Am I intensely passionate about this idea?	/ 9	/ 9	/ 9
Is this a deep expression of myself?	/ 7	/ 7	/ 7
Can I leverage my core genius?	/ 5	/ 5	/ 5
Can I quickly learn any new skills necessary?	/ 2	/ 2	/ 2
Am I somewhat of an authority on this topic?	/ 5	/ 5	/ 5
Is there an existing market where people are actively seeking my solution?	/ 5	/ 5	/ 5
Does my offering satisfy a deep or urgent need?	/ 5	/ 5	/ 5
Does my offer give people a sense of belonging and identity?	/ 3	/ 3	/ 3
Can I help someone achieve a dream or fuel a deep passion?	/ 3	/ 3	/ 3
Is there a clear, externally verifiable outcome that people want?	/ 6	/ 6	/ 6
Total:	/ 50	/ 50	/ 50

Time to get to game over

It's time to settle this once and for all. Based on what you know now, what is the winning idea?



The winning idea is...