

MY QUICKSCREEN (Use zero if no information)

FOUNDER: \_\_\_\_\_

IDEA: \_\_\_\_\_

	Lower Potential	Score	Higher Potential
Need/want/pain/problem	Unclear One-time	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Significant Recurring
Technical Feasibility	Technology untested or still to be developed	0 1 2 3 4 5 6 7	Technology is trivial or can be assembled from existing components
Market Size/Volume	Small (<\$20m) Declining	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Large (>\$100m) Growing
Margin	Low	0 1 2 3 4 5 6 7	High
Fixed Costs (salaries, office, R&D, sales, advertising, technology)	High	0 1 2 3 4 5 6 7	Low
Customers	No commitments	0 1 2 3 4 5 6 7	Strong commitments (Orders or strategic partners)
Distribution	Expensive to reach customers	0 1 2 3 4 5 6 7	Easy to reach customers
Investment	No plan to finance the venture, capital requirements unknown Poor potential ROI	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Funds in place or investors identified Strong potential ROI
Competitive Advantage (people, technology, network, location, "special sauce")	None	0 1 2 3 4 5 6 7	Unique/rare
Durability of Advantage	Easy to copy	0 1 2 3 4 5 6 7	Difficult to copy
Growth trajectory	One hit wonder	0 1 2 3 4 5 6 7	Multiple products/segments
Speed	Will likely move slower than competitors	0 1 2 3 4 5 6 7	Capability to move faster than competitors
Risk	Risk outweighs reward	0 1 2 3 4 5 6 7	Reward outweighs risk
Personal Fit	Of little interest to founder	0 1 2 3 4 5 6 7	Founder is passionate Fits lifestyle goals of founder
Management Team	Inexperienced in this space Incomplete Uncommitted	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Experienced in this space In place Committed

TOTAL: \_\_\_\_\_ / 140