IDEA SCORECARD

Score up to three ideas on the same seven questions, and see which one is most worth testing first.

TYPE: WORKSHEET REVIEWED: NOVEMBER 2026 TIME: 20 MINUTES LEVEL: BEGINNER

AT A GLANCE

- Score each idea from **1 (weak) to 5 (strong)** on seven questions.
- Some questions count more than others. The worksheet applies the **weights** and totals each idea out of **100**.
- The highest score isn't automatic. Use it to start a conversation with yourself and your mentors.

The seven questions

Question	Weight	A 5 looks like...
How painful or frequent is the problem?	3	People deal with it often and it costs them real money or time
Do people already pay to solve it?	3	Customers spend money on poor solutions today
Can you reach the customers?	2	You know where they are and can talk to them this month
Do you have an edge?	2	Your experience, skills or community give you an advantage
Can you test it cheaply?	2	You can get a paying customer for under $500
Can it grow enough to support you?	2	The market is big enough for your income goals
Do you care about it?	1	You'd happily work on it for years

The weights add up to 15. A perfect score is 5 on every question: 5 × 15 = 75 points, which the worksheet converts to **100**.

Example

EXAMPLE

Yusuf compared three ideas: a review-management service for restaurants, a food truck, and a delivery app. The review service scored **89**: he already knew the owners, could start for almost nothing, and they were paying freelancers poorly. The food truck scored **68**, held back by high startup costs. The app scored **60**, mostly because he had no way to test it cheaply. He tested the review service first.

How to use your score

Score	What it suggests
80 to 100	Strong. Test it now. See **I-06 Testing Your Idea Before Spending Big**.
60 to 79	Promising. Find out what's holding back the lowest scores.
Below 60	Rethink the customer, the problem or how you'd test it.

> TIP
>
> Calculations work in **Adobe Acrobat Reader** (free) and most desktop PDF apps.

Where to go next

- **I-01 Finding a Business Idea Worth Pursuing**
- **I-03 Talking to Customers: Learning What They Really Need**
- **I-06 Testing Your Idea Before Spending Big**

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IDEA SCORECARD

Score each idea from 1 (weak) to 5 (strong). The total is out of 100.

	Idea 1	Idea 2	Idea 3
Idea name			
How painful or frequent is the problem? (x3)			
Do people already pay to solve it? (x3)			
Can you reach the customers? (x2)			
Do you have an edge? (x2)			
Can you test it cheaply? (x2)			
Can it grow enough to support you? (x2)			
Do you care about it? (x1)			
Score out of 100			

Scores above 5 count as 5. 80 to 100: test it now. 60 to 79: work on the lowest scores. Below 60: rethink it.

What would raise your top idea's lowest score?

Your cheapest first test (see I-06)