

Idea Filter Framework

Idea:	Evaluator:
	Date:

	Challenge / Probing question	Weight	Rating			
			Weak	Medium	Strong	Strong
A♠	Marble mouth <i>What's your product?</i>					
K♠	Anti-Unique <i>How protectable is it?</i>					
Q♠	One-trick pony <i>Does this have lots of applications?</i>					
J♠	Research trap <i>How far along is the idea already?</i>					
A♥	Pain problem <i>Is there a problem today?</i>					
K♥	Size Snag <i>Is this a big problem?</i>					
Q♥	Share Shortage <i>How much share can be captured?</i>					
J♥	Always selling, never sold <i>Do all the constituents see value?</i>					
A♦	Team Troubles <i>Who's already committed?</i>					
K♦	Zero hour <i>Can a full team be assembled?</i>					
Q♦	Too Many Toys <i>What does the team need to start working?</i>					
J♦	No league to join <i>Does this fit into a supply chain?</i>					
A♣	Profit pinch <i>Can each unit make a profit?</i>					
K♣	Mountain of Money <i>How much money is needed?</i>					
Q♣	Can't win in a fight <i>Who else is working in this area?</i>					
J♣	Rotten Return <i>Does this make financial sense?</i>					