

Summary screen: *for the concept stage of Connection77 ideas.*

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|-------|------------|
| Idea: | Evaluator: |
| | Date: |

| | Topic | Weak | | Medium | | Strong |
|----|--|---|--|---|--|---|
| A♠ | Clarity: Can you name/sketch/describe aspect of the program? | No. Seems difficult to see exactly what we would do | Yes. We can envision at least parts. | Some aspects are proven; others are unknown. | We've prototyped it and know it works. | We've already done this. |
| K♠ | Is this unique? | Just like (many) others | | | | We can't find anything like this |
| Q♠ | Breadth of customers? Markets? | 1-trick pony. Very specific and 1-time | | Parts could morph | | Yes. And there are lots. Platform. |
| J♠ | What level of ground work has been laid? | Nothing. | 20% | 40% | 60% | 80%. 2-3 years in the works. |
| A♥ | For those with the problem, how bad is it? | There really isn't a problem today. | People can be convinced there is a problem | Today's solutions are sub-optimal | There is pain today | Severe, measurable dysfunction and struggle. |
| K♥ | Are there lots of people with this pain/interest? | 20-30 per year | 100's | 1,000's | 1 MM | 1 B |
| Q♥ | Is the idea "big enough"? (Our share; annual participation) | Hard to envision ever having more than 2-3 participants | Dozens | 100's | 1,000's | Can enroll/effect 1 M+ participants |
| J♥ | How hard/long to "sell"? Is value clear to our market's constituents | Complex to convince. Full-time task for approval. | | 1 mo planning. 4-6 prep mtgs. 3-4 presentation mtgs | | 1-2 prep mtg's; 1 presentation; 1 approval mtg. |
| A♦ | How enthusiastic and capable is our pre-approval team? | Not interested and don't know anything. | | | We have great connections | We're experienced ourselves and interested. |
| K♦ | How difficult will it be to assemble a full team? | Very difficult | | Will take time, but doable. | | Already is a dedicated team |
| Q♦ | What does the team need to get their work done? | Extensive, expensive. Not sure where. | We don't control it. Gotta ask. | Need stuff that's around. Need to share | We control it | Don't need equipment or facilities |
| J♦ | How do we fit into other partners/groups? | Implementation is surrounded with blockers | Partners need convincing. We'll do everything. | | Easy to envision partners. Probably interested | Aligned partners already exist. |
| A♣ | Can we make a profit (each time/year) | Costs us \$20k + | Costs us \$5-10k | Costs only 100's | This program aspect can break even | Will probably make \$1-5k |
| K♣ | How long and difficult is the road? (to "stabilize") | 4 yrs + (more than our program timing) | 3 years (Looks good by end of program) | 2 years | 1 year | Zero. Already established. |
| Q♣ | How do we stand against other offerings? | We can't win. Many strong players | Hard | | Probably with time | We are strong. We can win |
| J♣ | How much money will this require? (total budgeted over 3 years) | \$300k | \$200k | \$100k | \$50K | 0 Virtual |
| | AVERAGE | | | | | |

| If the average score ends up around: | Weak | | Medium | | Strong |
|--------------------------------------|--|--|---|--|--|
| Then we should... | Sad to say...put this aspect on the shelf. To ease our pain, quickly focus on different aspects. | Unless we are really passionate about this or feel something was missed in our analysis, we probably want to drop this aspect. | Probe the weaker areas before anything else. Move the indecision to a more known level. | Probably worth spending more time on this. | Definitely worth spending more time of this. Craft a 2-slide plan. Get more input. |