

Summary screen: *for the pre-seed stage of high-tech, investible ideas.*

Idea:	Evaluator:
	Date:

	Topic	Weak	Medium	Strong		
A♠	Can you name/sketch/describe product/service(s)?	No. Seems difficult to see exactly what we would sell	Yes. We can envision at least one.	Our prototyping doesn't quite work, yet	We've prototyped it and know it works.	We've already sold some.
K♠	Is the technology protected or protectable?	Difficult to protect	Secrets, know-how, service.		Issued, pending. Some "internal" IP due diligence Trade secrets.	Issued patents with 3 rd party assessed strength and freedom to op
Q♠	Can we name customers? Markets?	No. Seems difficult to see exactly to whom we would sell.		Yes. At least one reasonable market/customer.		Yes. And there are lots. Platform.
J♠	How far along is this idea already?	Just thought it up				Years of research and millions of dollars.
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 pain.
K♥	Are there lots of people with this pain?	Small and shrinking (\$10M, Thousands)	Small or shrinking		Large or growing	Large and growing (\$1B+, millions)
Q♥	Is the idea "big enough"? (annual sales)	Hard to envision ever being more than \$10M in annual sales.	\$10-20 range		\$100M range	Could be a \$500M+ in sales
J♥	Is it clear how we add value to our market's constituents	Complex sale. Unclear value.	Value to some, but not the decision makers		Clear to most constituents	Clear value to all the constituents
A♦	Who's already working on this?	No one is working on this. No one can be found.		Some folks "interested". Inventor is willing to share.	1 or 2 part time. Maybe 1 considering full time.	Strong team (2-3 people) is already active part-time. Willing to go full-time.
K♦	How difficult will it be to assemble a full team?	Requires hard-to-find specialists				Already have a dedicated team
Q♦	What does the team need to get their work done?	Extensive, expensive infrastructure.	Can't start without \$1-2M in capital		\$100k would go a long way	Nothing. We can all work out of our homes
J♦	How do we fit into a supply chain?	Hard to see exactly how we'll get to market	Partners don't like us. We'll do everything.		Easy to envision partners	Already have partnerships
A♣	Can we make a profit (value; revenue minus expenses; including value chain)	Probably can't charge enough to break even	Break even. Unproven model. Not sure of the value to customers		We can make money. The model exists.	High value. High margins.
K♣	How long and difficult is the road? (number of years until sales start)	Can't say (really still "research")	4-5 years.		18 months to 3 years.	Short & quick. 6-18 months.
Q♣	How do we stand against the competition?	We are weak. Strong players. Many players. Can't think of partners.		There are competitors, partners, customers and researchers.		We are strong. Mainly indirect competition. "new market/technology"
J♣	How much money will this require? (total investment dollars)	Millions needed (\$50M+)	\$10M investment needed. Interim sales opportunities		\$1-\$3M.	\$50-500k
AVERAGE						

	Weak		Medium		Strong
If the average score ends up around:					
Then you should...	Sad to say...put this idea on the shelf. To ease your pain, quickly start working on a different idea.	Unless you are really passionate about this or feel something was missed in your analysis, you probably want to consider another idea.	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. Probe the weaker areas, form a more committed team, write a business plan and start sharing your idea!