**Checklist for Business Idea Evaluation – Template**

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| **1. The checklist below is used to support the evaluation of new ideas. Reflect on each item during this process.** |
| Have you pinpointed the exact problems or difficulties your idea is expected to solve? |
| Is your idea an original, new concept, or is it a new combination or adaptation? |
| What immediate or short-term gains or results are anticipated? Are the projected returns adequate? Are the risk factors acceptable? |
| What long-term benefits are anticipated? |
| Are there any problems the idea might create? What are the changes involved? |
| How simple or complex will the idea's execution or implementation be? |
| Does your idea have a natural sales appeal? Is the market ready for it? Can customers afford it? Will they buy it? Is there a timing factor? |
| What, if anything, is your competition doing in this area? Can your company be competitive? |
| Have you considered the possibility of user resistance or difficulties? |
| Does your idea fill a real need, or does the need have to be created through promotional and advertising efforts? |
| How soon could the idea be put into operation? |