

Business idea evaluation spreadsheet

Criteria	Business idea 1	Business idea 2	Business idea 3	Business idea 4
Enjoyable daily tasks				
Product / founder fit				
Can tap into a scalable business model				
Can operate profitably without the founder				
Can become an asset you can sell				
Has large market potential				
Taps into pain and pleasure differentiators				
Has a unique lead generation advantage				
Can be launched quickly				

Score / 9	Score / 9	Score / 9	Score / 9	Score / 9
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Idea with highest score _____