



IS IT AN INTERESTING,
SHAREABLE IDEA?



CAN YOU EXPLAIN
YOUR IDEA IN TEN
WORDS?



DO YOU HAVE ANY
GOOD VISUALS?



WHO IS YOUR
FOCUSED TARGET
AUDIENCE?



IS IT ECONOMICALLY
VIABLE?



CAN YOU START IT
& TEST IT CHEAPLY?



DO YOU KNOW YOUR
PRICES - ARE THEY
COMPETITIVE?



DO YOU KNOW
YOUR FIXED &
VARIABLE COSTS?



WHY IS IT
ACHIEVEABLE?



YOU HAVE THE
SKILLS TO DO IT



YOU HAVE SOME
CONNECTIONS THAT
CAN HELP YOU
ALONG THE WAY



THE TECHNOLOGY IS
IN COMMON USE



HOW DO YOU KNOW
THERE'S A MARKET
OPPORTUNITY?



YOU HAVE A FACT
OR TWO WHICH CAN
EXPLAIN HOW BIG
THE MARKET IS



YOU HAVE A CLEAR
UNIQUE SELLING
POINT & COMPETITIVE
ADVANTAGE



WHICH LEGAL, ENVIRONMENTAL OR SOCIAL
ISSUES COULD YOU BE AFFECTED BY?



WHICH LEGAL ISSUES COULD YOU
BE AFFECTED BY?



WHICH ENVIRONMENTAL POLICIES
WILL YOU USE AND WHY?



ARE THERE ANY ETHICAL OR
MORAL CONCERNS?



HOW WILL YOU PROTECT YOURSELF
AGAINST THE WORST CASE SCENARIO?



WHAT MAKES IT
SCALABLE?



WHAT HAPPENS
WHEN YOUR
WORKLOAD TRIPLES?



WHAT'S YOUR PLAN
FOR EXPANSION?