

Checklist to Evaluate Your Idea

Checks

Is this business idea worth pursuing?

- ☐ Is your business idea still in line with your original vision?
- ☐ Have you identified a relevant problem that is worth addressing?
- ☐ Will you be able to develop and offer the product or service to solve the problem?
- ☐ Have you identified customers who are willing to pay for your operation?
- ☐ Will this money be enough to grow your business, or do you need other revenue streams?
- ☐ Will you create a positive impact for society?