**How to Quickly Test Your Business Idea**

**Goal:** A simple way to check if your idea makes sense before you spend lots of time or money. You’ll answer three big questions, give each a score from **1 (weak)** to **5 (strong)**, and then add them up.

**Total out of 15:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Not The Best Idea to Pursue | | | | | | | | | | | Pivot | | | Good Idea | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | | 12 | 13 | | 14 | 15 |

**1) Money: Is the Market Big Enough?**

Imagine if only a tiny slice of people who *want* your product and *can pay* for it actually buy it; say *1 out of every 10,000**people* (0.01%). Would you still make enough money to be happy by year four?

**How to check:**

* Determine how many people might be interested and able to pay.
* What would you like to sell your product for and how much of that could be profit.
* Multiply: People × 0.0001 × Profit = Possible revenue you could have in four years
* Does that meet your goal?

**Score guide:**

**1:** Not even close.

**3:** Might work, but unsure.

**5:** Looks clearly big enough.

**2) You and Your Skills**

Can *you* make a simple first version of your idea, something that “works but isn’t perfect”, by yourself?

* If yes, that’s a great sign.
* If no, you’ll need money to hire help. Asking people to work for free usually doesn’t go well.

**Score guide:**

**1:** Can’t without lots of help.

**3:** You need to learn new skills.

**5:** You can do V1 on your own

**3) Can You Build a Prototype Without Breaking the Bank?**

To get friends, instructors, or investors on board, you need something they can see and try out. That doesn’t mean the final polished product, just a prototype.

* If you can build one for under $1,000, amazing!
* If it takes up to $5,000, that might still be okay.

If it costs $20,000 or more, it will be tough unless you have serious funding.

**Score guide:**

**1:** Way too expensive, over $20k.

**3:** Between $3-7k, need a plan.

**5:** Under $1k, mostly just effort.

**Quick Worksheet**

**Idea name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Date:** \_\_\_/\_\_\_\_/\_\_\_ **Your name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**A) Money: Market Size**

* People who want and can pay: \_\_\_\_\_\_\_\_\_\_
* Expected profit per sale: $\_\_\_\_\_\_\_\_
* Year‑4 revenue (People × 0.0001 × $ per person): $\_\_\_\_\_\_\_\_
* Does this meet your goal? Yes ☐ No ☐

**Score (circle):** 1 2 3 4 5

**B) Skills**

* Can you build a rough first version yourself? Yes ☐ No ☐
* If no, budget for help: $\_\_\_\_\_\_\_\_

**Score (circle):** 1 2 3 4 5

**C) Prototype**

* How much would it cost to build something testable? $\_\_\_\_\_\_\_\_
* What would count as “functional” for you? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Score (circle):** 1 2 3 4 5

**How to read it:**

* **<11:** Not a strong idea yet.
* **11–12:** Maybe but needs to pivot.
* **13 or more:** Worth taking to the next step, talk to potential customers and build a first version.

**Total Score**

Money: \_\_\_ / 5

Skills: \_\_\_ / 5

Prototype: \_\_\_ / 5

TOTAL: \_\_\_ / 15