

SAMPLE SCREENING

QUESTIONS

The following are sample idea screening questions that you can use to help create your own list of screening questions. Everyone's situation is always a bit different, so it is best to customize the screening criteria for your particular needs and the desired outcomes. The questions will help compare different potential ideas to determine which one has the best opportunity (if any) for you to move forward.

SAMPLE QUESTIONS	IDEA #1	IDEA #2	IDEA #3
Does the idea offer truly unique opportunity?			
Is there someone to champion this project, idea to market?			
Does it align with our vision, values & goals?			
Is there a defined target customer/consumer?			
Does it solve some pressing customer problem?			
Can it give us a competitive advantage?			
Can we validate the potential market size and opportunity?			
Can customers afford to buy, and will they pay?			
Do we have access to the right customer channels?			
Can we manage the potential associated risks?			
Do we have the time to do this?			
Will it create new synergies & efficiencies?			
Can we secure the required skills & resources?			
Is there good profit potential for us?			
Can we afford to finance this new venture?			
Are there advisors/ mentors available to help?			
TOTAL SCORE			