

BUSINESS IDEA EVALUATION

Write marks 0-4: 0-FALIURE, 1-POOR, 2-SATISFACTORY, 3-GOOD, 4-EXCELENT

1. Does it satisfy or create a market need?
2. Can they identify potential customers?
3. Is their product/service unique, distinct or superior to those offered by competitors?
4. What competition will it face?
5. Is the product safe for public use and does it comply with relevant regulations and legislation?
6. Are they able to provide your product/service?
7. Do they have enough finance sources?

TOTAL SCORE:

OBSERVATIONS:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

CONCLUSIONS:

- First _____
- Secondly _____
- Finally _____