**WORKSHEET – 2**

**IDEA EVALUATION WORKSHEET- Based on 5q by Prof.Ed Rubaesch**

Q1. WHAT’S THE PROBLEM ?

1. IS IT REAL
2. HOW BIG IS THE PROBLEM
3. WHEN DOES IT OCCUR
4. FREQUENCY OF OCCURENCE
5. CURRENT SOLUTIONS

Q2. WHO HAS THE PROBLEM-customer identification

* PROFILE
* LIFESTYLE
* SEGMENT
* POSITION-CRITICALITY OF NEED

Q3. WHAT’S YOUR SOLUTION

* WHATS YOUR UNIQUE PROPOSITION
* DO YOU OWN IT- IPR

Q4. WHO IS COMPETITION

* HOW ARE YOU DIFFERENT
* ARE YOU THE UBER OR YOU UBERED

Q5. HOW IS IT MADE POSSIBLE-

* RESOURCES/ TECHNOLOGY/
* SOCIAL/ECOLOGICAL FEASABILTY
* Man,money ,machine,materials.

IDEA EVALUATION- SUMUP

CUSTOMERS:

MOST UNDERSERVED SEGMENT

SIZE

TARGET

COMPETITION

DIFFERENTIATOR

ECONOMIC FEASABILITY

IP

TECHNOLOGY NEEDED

COMPETENCIES

KNOWLEDGE NEEDED

SKILLS NEEDED

TEAM COHESIVENESS

NETWORK