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| Business Opportunity Evaluation Questionnaire |
| **1. Describe your promising idea in two sentences.** |
| 2. Being as honest as you can, rate the idea on a scale of 1 to 10 with 1 being “the only thing we could come up with in a pinch” and 10 being “the best thing since sliced bread.” Circle your rating. |
|  1 2 3 4 5 6 7 8 9 10 |
| 3. Think seriously about what you would have to do to turn your idea into reality. Is this the kind of idea — and the kind of business — you really want to pursue? Rate your interest on a scale of 1 to 10 by circling the appropriate number with 1 for “so-so” and 10 for “very high.” |
|  1 2 3 4 5 6 7 8 9 10 |
| 4. Imagine sitting down and persuading an investor to put down hard-earned cash to help turn your idea into a real business. How easy would it be to convince a skeptical outsider that your idea has the potential to make money? Circle your answer from 1, meaning “very difficult,” to 10, meaning “a breeze.” |
|  1 2 3 4 5 6 7 8 9 10 |
| 5. Being as objective as you can, ask yourself what odds your idea has of becoming a real business venture. Rate your chances from 1, meaning “it’s a long shot,” to 10, meaning “it’s a guaranteed overnight success.” |
|  1 2 3 4 5 6 7 8 9 10 |