

Ready to get started?

Use this worksheet to keep track of your ideas as you go through the workshop. As you come up with ideas, I suggest you use your scratchpad first to jot down your ideas. After you've had some time to think about them come back to this worksheet and fill them out.

At the end: When you have a complete list of your ideas, use the last sheet to summarize & rank your ideas. Feel free to change your rankings as your thoughts progress. Proceed to "Idea Evaluation" when you have a list and follow the steps to see if you're ideas are any good.

Remember: You don't have a complete business idea until you cover all 3 components:

TARGET + PROBLEM (or Benefit) + Business Model = IDEA

My idea list:

Idea #1

Describe your idea (1-2 sentences)

Who is your target? (Who are you selling to? Who is your customer?)

What problem are you solving? (What itch are you scratching? Or what benefit are you delivering?)

What business model do you think you would use? (Describe how you would sell the product/service)

Do you have experience in this field? Yes / No

Are you passionate in this field? Yes / No

Do you have any hobbies that are related to this field? Yes / No

My ranking: ____

How energetic do you feel about this idea?

- 1 2 3 4 5 6 7 8 9 +

Idea #2

Describe your idea (1-2 sentences)

Who is your target? (Who are you selling to? Who is your customer?)

What problem are you solving? (What itch are you scratching? Or what benefit are you delivering?)

What business model do you think you would use? (Describe how you would sell the product/service)

Do you have experience in this field? Yes / No

Are you passionate in this field? Yes / No

Do you have any hobbies that are related to this field? Yes / No

My ranking: ____

How energetic do you feel about this idea?

- 1 2 3 4 5 6 7 8 9 +

Idea #3

Describe your idea (1-2 sentences)

Who is your target? (Who are you selling to? Who is your customer?)

What problem are you solving? (What itch are you scratching? Or what benefit are you delivering?)

What business model do you think you would use? (Describe how you would sell the product/service)

Do you have experience in this field? Yes / No

Are you passionate in this field? Yes / No

Do you have any hobbies that are related to this field? Yes / No

My ranking: ____

How energetic do you feel about this idea?

- 1 2 3 4 5 6 7 8 9 +

Idea #4

Describe your idea (1-2 sentences)

Who is your target? (Who are you selling to? Who is your customer?)

What problem are you solving? (What itch are you scratching? Or what benefit are you delivering?)

What business model do you think you would use? (Describe how you would sell the product/service)

Do you have experience in this field? Yes / No

Are you passionate in this field? Yes / No

Do you have any hobbies that are related to this field? Yes / No

My ranking: ____

How energetic do you feel about this idea?

- 1 2 3 4 5 6 7 8 9 +

Idea #5

Describe your idea (1-2 sentences)

Who is your target? (Who are you selling to? Who is your customer?)

What problem are you solving? (What itch are you scratching? Or what benefit are you delivering?)

What business model do you think you would use? (Describe how you would sell the product/service)

Do you have experience in this field? Yes / No

Are you passionate in this field? Yes / No

Do you have any hobbies that are related to this field? Yes / No

My ranking: ____

How energetic do you feel about this idea?

- 1 2 3 4 5 6 7 8 9 +

Your best idea

Which idea is your favorite?

Why do you think it will be successful?

What are your next steps?

Recap

My idea list:

(summarize each into one sentence)

Rank:

Summary:

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