

	item		answer	action
	Describe the idea in the box to the right			
	what need does it solve?			
1	How do people address the same need today?			
2	Do the basic technologies needed available to us today?		YES	
			NO	Add technology development or technology acquisition to your business plan
3	What is the total available market?			
	What is the total serviceable market? Explain.			
	Best case market share?			
	Most likely marketshare?			
	Worst case marketshare?			
4	List the ecosystem must haves:			
	ecosystem item #1 ready?		YES NO	What do we need to do to make it happen?
	ecosystem item #2 ready?		YES NO	What do we need to do to make it happen?
	ecosystem item #3 ready?		YES NO	What do we need to do to make it happen?
	*** Add more items to the list if needed ***			
5	What price will the market pay for it?			
	What will the cost be?			
	Does the market price vs cost makes it profitable?		NO	What can be done to reduce cost? What can be done to increase value?
			YES	
6	Competition: Are there alternative solutions that address the same problem? (also remember question #2)		YES	What is our differentiator (remember: Different is better than better)

			NO (WRONG ANSWER)	
7	Business Model?			
	End product direct to irect to end customer			
	End product through distribution/ reps			
	lease vs buy			
	Value added channel			
	OEM			
	channel training			
	marketing strategy			
8	launch date?			
	Will the product still be needed?		YES	
			NO	Drop or find ways to accelerate the schedule
	What is the likelihood of additional competitors to enter the market before launch?		LOW (how come?)	
			MEDIUM	
		HIGH	Plan mitigation	
9	Barrier of entry		LOW	Mitigation plan
			MEDIUM	
			HIGH (explain)	
10	Funding needs			
	to prototype			
	to market launch			
	to revenue (make sure to account for the delay between early adoptors and mass market acceptance)			
	to profit			
	Return on Investment? (section 3 vs section 10)		pass criteria?	go for it
		fail criteria?	What can be done to increase the return? To lower the investment?	
11	Scalability			
	Will it fit other markets as is? Or needs modifications?			
	Production in house? Or subcontractor? Does the production source have the capacity to expand as needed by the business plan?		YES?	

			NO?	Strategy for future capacity expansion
12	Extreme stress plan			
	What are the normal operating conditions?			
	What are the extreme conditions to test for?			
13	permits required? Governments? Standards bodies? Insurance?		YES? List in the box to the right NO?	
14	Customer support plan		Answ must be "YES". Explain the plan in the box to the right	
15	Warrenty			
	What warrenty will be offered?			
	How to make sure it won't bankrupt you?			
16	Documentation			
	What type of documentation will be required?			
	What languages?			