



QUICKSCREEN

(adapted from Timmons, J.A. and Spinelli S. *New Venture Creation* 2009)

FOUNDER: Mads Hjort (22/10) _____

IDEA: Diving Mask with integrated camera, recognition software and social media integration (internet via docking station/other device) _____

	Lower Potential	Score <i>(use zero if no information)</i>	Higher Potential
Customer Need/Want/Problem – intensity – frequency	Unclear One-time	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Significant Recurring
Technical Feasibility	Technology untested or still to be developed	0 1 2 3 4 5 6 7	Technology is trivial or can be assembled from existing systems
Target Market – size – direction	Small Declining	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Large Growing
% of Target Market in Yr. 1 Chasm between Early Adopters and Mainstream	Small Insignificant	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Large Giant leap
Startup Costs in Yr. 1 Time to reach Profitability	High Never	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Low Already bootstrapping
Long-term Profit Margin	Low	0 1 2 3 4 5 6 7	High
Prospective Customers	No commitments	0 1 2 3 4 5 6 7	Strong commitments (orders or strategic partners)
Distribution to Customers	Difficult and/or expensive	0 1 2 3 4 5 6 7	Easy/free to reach customers
Financial Investment	Unknown capital requirements Poor potential ROI	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Funds obtained from investors Strong potential ROI
Competitive Advantage	None	0 1 2 3 4 5 6 7	Unique/rare Competitive barriers in place
Sustainability of Advantage	Easy to copy and sell - no economic moat	0 1 2 3 4 5 6 7	Difficult to copy and sell due to competitive barriers
Growth Trajectory	One hit wonder	0 1 2 3 4 5 6 7	Multiple products/segments
Agility of Startup	Likely to move slower than competitors	0 1 2 3 4 5 6 7	Quicker and smarter than competitors
Balance of Risk vs. Reward	Risk outweighs reward	0 1 2 3 4 5 6 7	Reward outweighs risk
Personal Fit	Founder has little interest in developing the idea	0 1 2 3 4 5 6 7	Founder is passionate about the idea, which fits their lifestyle goals founder
Management Team	No experience in this industry Non-existent Uncommitted	0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7 0 1 2 3 4 5 6 7	Experienced in this industry Already in place Committed and passionate

TOTAL: 128 out of 161 (min. 115)