PROJECT

DATE

IDEA/CONCEPT

– Do you need to develop the idea more?
– Does the idea have a sense of clarity?
– Can you easily describe the idea in 2 minutes? 2 sentences?
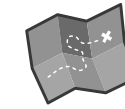
TECHNOLOGIES & TOOLS

– Do you know how to put the idea into reality?
– Are you skilled enough with the tools to make it?

TANGIBLE & MEASURABLE GOALS

– Do you have tangible & approachable goals?
– Are the goals measurable?
– Do you feel that they are clear?
– Do you have goals along the way towards the big goal?

ECONOMY & FUNDING

– Do you have enough money to pull it off?
– Is the budget reasonable?
– Do you know who & how to fund the project?

VISION

– Do you know where you are heading?
– Is the greater vision clear?

MARKETING & PR

– Do you know how to reach out?
– Do people know that you exist?
– How will you attract people to your project?

TARGET GROUP

– Did you understand the target group?
– Have you been understood by them?

1

5

∧‖ METHODKIT

SPLASH EVALUATION

RATE CLARITY & STATE OF EACH ASPECT.

(1) BEING PROBLEMATIC SITUATION OR HAVING UNCLARITY.

(5) HAVING CLARITY & BEING IN A BENEFICAL SITUATION.

MOTIVATION

– Why are you doing the project?
– How does the project motivate you?

TEAM

– Do you have a strong team?
  If not do you know how to find them?
– How you have a good team spirit?
– Which partner/team member could fill possible competence gaps?

DEADLINES

– Do you have clear deadlines & milesstones?
– Is it too loose or too structured?
– Will you be able to hold the expected time frame?