

Ready to get started?

Use this worksheet to keep track of your ideas as you go through the course. 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 the 2nd to last section of the course when you have a list and follow the lectures on "Idea Evaluation". See if they're any good 😊

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

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

(See lecture: "Components of Ideas")

My idea list:

Write here →

My ranking:



Write a number here

How enthusiastic about this idea are you:




1 2 3 4 5 6 7 8 9




Circle one



Describe your idea 
(1-2 sentences)

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

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 related to this field? Yes / No


My ranking:


How enthusiastic about this idea are you:



1 2 3 4 5 6 7 8 9



Describe your idea 
(1-2 sentences)

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

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 related to this field? Yes / No

My ranking:

How enthusiastic about this idea are you:

1 2 3 4 5 6 7 8 9 

Describe your idea 


(1-2 sentences)

Who is your customer? 

(Who are you selling to?)

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 related to this field? Yes / No

My ranking:

How enthusiastic about this idea are you:

1 2 3 4 5 6 7 8 9



Describe your idea 


(1-2 sentences)

Who is your customer? 

(Who are you selling to?)

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 related to this field? Yes / No

My ranking:

How enthusiastic about this idea are you:

1 2 3 4 5 6 7 8 9



Describe your idea 


(1-2 sentences)

Who is your customer? 

(Who are you selling to?)

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 related to this field? Yes / No

My ranking:

How enthusiastic about this idea are you:

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:

My idea list:
(summarize each into one sentence)

Rank:

Summary: