Spoilt for choice

Market evaluation: 10 question to determine whether or not there is a market for the product. The higher the score the higher the chances are that there is a market for the product/service.

1. Urgency: 0
2. Market size: 10
3. Pricing potential: 8
4. Cost of customer acquisition: 5
5. Cost of delivery: 9
6. Uniqueness of offer: 10
7. Speed to market: 5
8. Upfront investment: 7
9. Upsell potential: 5
10. Ever green potential: 5