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| Number | Question | Score (1-10) |
| 1 | Is it embedded in a great business model? |  |
| 2 | Does it focus on the most important jobs, most extreme pains and most essential gains? |  |
| 3 | Does it focus on unsatisfied jobs, unresolved pains and unrealized gains? |  |
| 4 | Does it concentrate on only a few pain relievers and gain creators, but does those extremely well? |  |
| 5 | Does it address functional, emotional, and social jobs all together? |  |
| 6 | Does it align with how customers measure success? |  |
| 7 | Does it focus on jobs, pains, or gains that many customers have, or for which a small number are willing to pay a lot of money? |  |
| 8 | Does it differentiate from competition in a meaningful way? |  |
| 9 | Does it outperform competition substantially on at least one dimension? |  |
| 10 | Is it difficult to copy? |  |
|  | **Total Score (0-100)** |  |