Idea Gauntlet

Inspiration

What outcome are people really paying for? What is undesirable about current options?

Competition

How do people get the outcome today? What will motivate them to change?

Obituaries

What similar solutions have died? What was the cause of death?

Leverage

What can be (legally) stolen to make this easier? What networks can be used for amplification?

Financial

What are the costs?
What profitability expectations are there?

Test

What test buys this idea credibility? What is the signal to kill this idea?