

## Ideas → Opportunities

### - requires

- solves problem / addresses need of a customer
- What is the "job to be done" that customer is trying to do
- Who is your target customer
- How satisfied are the customers with the current solution

### - evaluate using

- How is my product unique?
- What are key features
- How does your product differ
- Will your customers value the difference in your product
- What capital would it take to start your company?
- Would you need external capital to start this?
- How financially attractive will your venture be over time
- Are there changing trends this plays into?
- Is there Gov't regulation that helps or does not help you.
- Motivation of team towards the idea