

Entrepreneurial Readiness Self-Assessment

Are You Ready to Start? A Practical Reality Check

About This Assessment

Not everyone is ready to start a business—and that's okay. This assessment helps you honestly evaluate where you are and what you need before taking the leap.

Time required: 20-30 minutes

Output: A clear picture of your entrepreneurial readiness across 6 key dimensions

How to Use This Assessment

For each statement, rate yourself honestly:

- **1** = Strongly disagree
- **2** = Disagree
- **3** = Neutral
- **4** = Agree
- **5** = Strongly agree

Be brutally honest. This isn't about what you wish were true—it's about where you actually are right now.

Section 1: Problem & Solution Clarity (Max: 25 points)

| Statement | Score (1-5) |

|-----|-----|

| I've clearly identified a specific problem I want to solve | |

| I've spoken to at least 10 potential customers about this problem | |

| People have expressed frustration with current solutions | |

| I have a clear idea of who my target customer is | |

| I can explain my solution in one sentence | |

Section Score: ____ / 25

Red flag if under 15: You may be solving a problem that doesn't exist or isn't urgent enough.

Section 2: Market Understanding (Max: 25 points)

| Statement | Score (1-5) |

|-----|-----|

| I understand the competitive landscape in this space | |

| I know how customers currently solve this problem | |

| I've identified a clear market gap or opportunity | |

| I know how much customers currently pay for solutions | |

| I understand the barriers to entry in this market | |

Section Score: ____ / 25

Red flag if under 15: You need more market research before proceeding.

Section 3: Skills & Resources (Max: 25 points)

| Statement | Score (1-5) |

|-----|-----|

| I have relevant skills/experience in this industry | |

| I can build an MVP (or know someone who can) | |

| I have access to initial funding (savings, investors, grants) | |

| I have a network that can support/advise me | |

| I'm willing to learn skills I don't currently have | |

Section Score: ____ / 25

Red flag if under 12: You may need to build skills or resources first.

Section 4: Mindset & Resilience (Max: 25 points)

| Statement | Score (1-5) |

|-----|-----|

| I'm comfortable with uncertainty and ambiguity | |

| I can handle rejection and failure without giving up | |

| I'm willing to work long hours, especially early on | |

- | I don't need external validation to feel motivated | |
- | I view setbacks as learning opportunities | |

Section Score: ____ / 25

Red flag if under 15: Entrepreneurship may be harder than expected.

Section 5: Commitment & Risk Tolerance (Max: 25 points)

- | Statement | Score (1-5) |
|---|-------------|
| ----- ----- | |
| I'm prepared to invest significant time (1-2 years minimum) | |
| I can afford to take financial risk (or have a safety net) | |
| My personal circumstances allow for this commitment | |
| I've discussed this with people affected by my decision (partner, family) | |
| I'm willing to sacrifice short-term comfort for long-term goals | |

Section Score: ____ / 25

Red flag if under 15: The timing may not be right yet.

Section 6: Business Model Clarity (Max: 25 points)

- | Statement | Score (1-5) |
|--|-------------|
| ----- ----- | |
| I know how I'll make money from this idea | |
| I've estimated the cost of acquiring a customer | |
| I understand my revenue model (one-time, subscription, etc.) | |
| I have a rough idea of startup costs | |
| I know what success looks like in 12 months | |

Section Score: ____ / 25

Red flag if under 12: You need a clearer business model.

Your Total Score

Total Score: _____ / 150

Score Interpretation

120-150: High Readiness

- ■ You're well-positioned to start
- ■ You've done significant validation
- ■ You understand the risks and are prepared
- **Next step:** Build your MVP and test with real customers

90-119: Moderate Readiness

- ■■ You're on the right track but have gaps
- ■■ Focus on strengthening weak areas before launching
- ■■ Consider running small experiments first
- **Next step:** Address your lowest-scoring sections, then reassess

60-89: Early-Stage Readiness

- ■■■ You have an idea but need more groundwork
- ■■■ Spend more time on customer discovery and planning
- ■■■ Build skills and resources before committing fully
- **Next step:** Focus on problem validation and market research

Below 60: Not Ready Yet

- ■ Significant preparation needed before starting
- ■ This doesn't mean "never"—it means "not now"
- ■ Use this as a roadmap of what to work on
- **Next step:** Strengthen fundamentals, revisit in 3-6 months

Section-by-Section Analysis

Review your lowest-scoring section. That's where to focus.

If "Problem & Solution Clarity" is lowest:

- Conduct 15-20 customer interviews
- Refine your problem statement
- Test your solution hypothesis

If "Market Understanding" is lowest:

- Research competitors thoroughly
- Understand pricing and business models in your space

- Identify your unique differentiation

If "Skills & Resources" is lowest:

- Take courses or find co-founders to fill skill gaps
- Build a financial runway
- Connect with mentors and advisors

If "Mindset & Resilience" is lowest:

- Consider whether entrepreneurship aligns with your personality
- Build resilience through smaller challenges first
- Work with a coach or therapist on mindset

If "Commitment & Risk Tolerance" is lowest:

- Evaluate whether the timing is right
- Consider starting as a side project first
- Have honest conversations with stakeholders

If "Business Model Clarity" is lowest:

- Map out how you'll make money
- Run financial projections
- Understand unit economics

Action Plan Based on Your Score

No matter your score, here's what to do next:

This week:

- Review your lowest-scoring section
- Identify 1-2 specific actions to improve that area
- Schedule time to work on those actions

This month:

- Address gaps in your 2 lowest-scoring sections
- Speak to 5 people (customers, mentors, or other founders)
- Retake this assessment to track progress

This quarter:

- Build skills or resources where you're weakest
- Run a small experiment to test your idea
- Decide: proceed, pivot, or pause

Final Reflections

What surprised you about your score?

What's the biggest obstacle between you and readiness?

What's one action you'll take this week to improve readiness?

Need Guidance?

If you're unsure how to address gaps or want expert feedback on your startup idea, consider booking a **1:1 Startup Coaching session**.

Learn more: www.yourwebsite.com/services

Recommended Resources

- **Book:** *The Mom Test* by Rob Fitzpatrick (customer discovery)
- **Book:** *The Lean Startup* by Eric Ries (MVP methodology)
- **Tool:** Business Model Canvas (map your business model)
- **Community:** Join founder communities for support and accountability

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