Business Idea Scorecard

Step 1: list ideas from three places, then pick a "who"

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Spend 20 minutes. Write at least three ideas in each column. Don't judge them yet: you want nine or more.

Problems I've solved for myself or my family	**My skills** what people already ask me for	**What I love** and keep learning about

1 Pick a "who" for your best four ideas (3+ details each)

Usually one of three groups: people like you, people you've already helped, or a group everyone else ignores. Use details such as age, job, location, the problem they have, or what they care about.

IDEA	WHO: specific group of people (3+ details)
1	
2	
3	
4	

Example of a specific who

Too broad: "small business owners"

Specific: "owners of small pharmacies who still do their stock counts by hand"

2 The room test

Imagine a room full of these exact people. Would you enjoy talking to them every day for three years? If not, cross the idea off.

Step 2: score the market

Four checks, 1 to 5 each. The highest total, especially on pain and can pay, is usually your start.

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1 Pain
People already try to fix it: they complain, try other options, spend time or money

2 Can pay
They have money and spend it on problems like this; a rough price is affordable

3 Can reach
You can find them cheaply: one market, street, group or association

4 Growing
The group is getting bigger or spending more over time

SCORING: 1 = no sign of it · 3 = some signs · 5 = strong, clear signs

IDEA + WHO	Pain	Can pay	Can reach	Growing	TOTAL /20

Worked example (illustrative, from video 007): Esther's three ideas

Cakes for friends	2	3	4	2	11 / 20
Bookkeeping for small pharmacies	**5**	**4**	**5**	**4**	18 / 20: the winner
Natural hair product	3	3	2	4	12 / 20

Bookkeeping wins even though cakes felt more fun: pharmacies lose money and fear tax penalties (pain), can pay, are on the same few streets (reach), and the market is growing. Example figures, not targets or forecasts.

Step 3: 10 conversations this week

Start this week, even if the idea isn't perfect. 3 or more who pay = a business to build.

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People are polite. Don't ask "Would you buy this?" Ask for something concrete:

"I'm starting next Monday with five pharmacies. The first month is $40. Can I put you down as one of the five?" Then ask for a deposit, even a small one.

#	Name / business	Their problem, in their words	Price offered	Yes?	Paid / deposit?
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Fewer than 3 paid? Change ONE thing:

- ☐ The who is wrong
- ☐ The price is wrong
- ☐ The pain isn't strong enough
- ☐ ...or move to your second-highest idea

Make it official (selling comes first)

- ☐ Register the business
- ☐ Open a business bank account
- ☐ Set up a way to accept payments (e.g. mobile money)
- ☐ Deliver the service

A yes with money attached is proof. A yes without money is just kindness. A week of conversations is far cheaper than a year in the wrong business.