

EVALUATE: Select Your Big Idea

FILTERS	IDEA #1	IDEA #2	IDEA #3
What is the problem in society?			
What is your solution?			
How this solution play into your "Zone of Genius"			
How does it provide transformation?			
Who is your ideal customer?			
Do you have direct access to this segment? If yes, do they trust you?			
What if the profit potential? What do you get to STOP doing by creating it?			
What are the compelling reasons to pursue the idea that make life better for yourself?			