**Evaluate your Business Idea (worksheet)**

**Instructions:**

When there are more than one possible business idea and one needs to decide which one to follow, we score business ideas (e.g., Idea I, Idea II, Idea III, Idea IV) by assigning a rating from 1 to 3 for each question, with 3 being the strongest. After we score the idea’s, calculate the total and select the idea with the highest score.

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|  | **Scoring business ideas** | | | |
| **Questions** | Idea I | Idea II | Idea III | Idea IV |
| Are you familiar with the operations of this type of business? |  |  |  |  |
| Does the business meet your investment goals? |  |  |  |  |
| Does the business meet your income goals? |  |  |  |  |
| Does the business generate sufficient profits? |  |  |  |  |
| Do you feel comfortable with the business? |  |  |  |  |
| Does your family feel comfortable with the business? |  |  |  |  |
| Does the business satisfy your sense of status? |  |  |  |  |
| Is the business compatible with your people skills? |  |  |  |  |
| Is there good growth projected for the overall industry of the business? |  |  |  |  |
| Is the risk factor acceptable? |  |  |  |  |
| Does the business require long working hours? |  |  |  |  |
| Is the business location-sensitive? |  |  |  |  |
| Does the business fit your personal goals and objectives? |  |  |  |  |
| Does this business fit your professional skills? |  |  |  |  |
| **Totals** |  |  |  |  |

Questions in table were taken from <https://www.rockypeaklc.com/ideaevaluation.pdf>