**QUICKSCREEN**

*(adapted from Timmons, J.A. and Spinelli S. New Venture Creation 2009)*

FOUNDER: Thomas Burnell

IDEA: Smash Tennis

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| --- | --- | --- | --- |
|  | **Lower Potential** | **Score***(use zero if no information)* | **Higher Potential** |
| Customer Need/Want/Problem* intensity
* frequency
 | UnclearOne-time | 0 1 2 3 4 **5** 6 70 1 2 3 4 **5** 6 7 | SignificantRecurring |
| Technical Feasibility | Technology untestedor still to be developed | 0 1 2 3 4 5 6 **7** | Technology is trivial or can be assembled from existing systems |
| Target Market* size
* direction
 | SmallDeclining | 0 1 2 3 4 5  **6** 70 1 2 3 4 5 **6** 7 | LargeGrowing |
| % of Target Market in Yr. 1Chasm between Early Adopters and Mainstream | SmallInsignificant | 0 1 **2** 3 4 5 6 70 1 2 3 4 **5** 6 7 | LargeGiant leap |
| Startup Costs in Yr. 1Time to reach Profitability | HighNever | **0** 1 2 3 4 5 6 70 1 2 3 4 5 6 7 | LowAlready bootstrapping |
| Long-term Profit Margin | Low | 0 1 2 3 4 **5** 6 7 | High |
| Prospective Customers | No commitments | 0 1 **2** 3 4 5 6 7 | Strong commitments(orders or strategic partners) |
| Distribution to Customers | Difficult and/or expensive | 0 1 2 3 **4** 5 6 7 | Easy/free to reach customers |
| Financial Investment | Unknown capital requirements Poor potential ROI | 0 1 2 3 4 5  **6** 7 0 1 2 3 4 5 **6** 7 | Funds obtained from investorsStrong potential ROI |
| Competitive Advantage | None | 0 1 2 3 4 5 6 **7** | Unique/rareCompetitive barriers in place |
| Sustainability of Advantage | Easy to copy and sell- no economic moat | 0 1 **2** 3 4 5 6 7 | Difficult to copy and sell due to competitive barriers |
| Growth Trajectory | One hit wonder | **0** 1 2 3 4 5 6 7 | Multiple products/segments |
| Agility of Startup | Likely to move slower thancompetitors | 0 1 2 3 4 **5** 6 7 | Quicker and smarter thancompetitors |
| Balance of Risk vs. Reward | Risk outweighs reward | 0 1 2 3 **4** 5 6 7 | Reward outweighs risk |
| Personal Fit | Founder has little interest indeveloping the idea | 0 1 2 3 4 5 6 **7** | Founder is passionate about the idea, which fits their lifestyle goals founder |
| Management Team | No experience in this industryNon-existentUncommitted | 0 1 2 3 4 5 **6** 70 **1** 2 3 4 5 6 70 1 2 3 4 5 **6** 7 | Experienced in this industryAlready in placeCommitted and passionate |

 TOTAL:  out of 161 (min. 115)