

IDEAS TOURNAMENT

"I've never met an idea I didn't like."

- Ken Blanchard, co-author of *The New One Minute Manage* and *One Minute Mentoring*

Do you have a bunch of awesome business ideas and are not sure which one to start?

Let them fight it out and see which one survives.

How it Works

Score each idea between -3 and +3 for each line below.

It's okay if an idea doesn't score highly on all lines – you're looking for patterns and help deciding without killing your brainstorming buzz.

Fill out the table and repeat the process to see which idea survives the tournament.

Let the battle begin!

	SCORE BETWEEN -3 AND +3	
	Idea 1	Idea 2
Name Make it real & give it a name. You can change it later		
Speed Can you get something out there fast? Can you learn quickly to make it better?		
Lots of Customers Will lots of people find it valuable?		
Added Value Can you keep your customers interested?		
Money Is it easy or hard to monetise?		
Discovery Is it easy or hard to reach your customers?		
Do You Love It? Is it awesome?		
TOTAL		

Source: Liubinskus, M and Morle, P., *Startup Focus: The Science of Turning and Idea into a Business*, Australia Square N.S.W., The Messenger Group, 2012.