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Pre-Screening Scorecard

This scorecard will be used to evaluate the ideas in the pre-screening stage.

Opportunity 🔑	None	Little	Limited	Strong	Very Strong
Financial potential - Potential financial value that might be generated.	☐	☐	☐	☐	☐

Desirability ❤️	None	Little	Limited	Strong	Very Strong
Problem - Clarity in the definition of Customer/Jobs/Pains/Gains and its significance.	☐	☐	☐	☐	☐
Solution - The idea will ease the pain of stakeholder; offering & value proposition will disrupt the status quo.	☐	☐	☐	☐	☐

Feasibility 📊	None	Little	Limited	Strong	Very Strong
Key resources - We can secure right technologies and resources to create our value proposition.	☐	☐	☐	☐	☐

Viability 💎	None	Little	Limited	Strong	Very Strong
Value capture - We are clear on basic value capture concept / cost savings proposed.	☐	☐	☐	☐	☐

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Pre-Screening Guidance

Use this guide to understand the details of the variables to assess.

Opportunity 🔑

Financial potential - Estimate the size of financial potential based on the provided information. Consider individual impact i.e. within one plant, office, country. Then consider possibility of replicability and scalability. Use your best guess when you imagine the solution. If you are not able to estimate mark as *little.*
Note: Increased convenience and time saved has also financial value that can be estimated e.g. using average income per hour.
Guidance:
little opportunity - impacts a local team only (plant, office); or thinking in $ less than $25 thousand annually, or less than $100 thousand as one-off.
very strong opportunity - global impact; or thinking in $ more than $25 million annually, or less than $100 million as one-off.

Desirability ❗

(Are customers interested? Who cares? Do they want this?)
Problem
We know who is target customer? We are targeting the right customer.
• Is it clear who is the customer? Can the foothold customer be described precisely?
Guidance:
None - there is no identified foothold customer or is too generic
Very strong - there is direct evidence for who will be the customer (interviews, prototypes, mock-ups used/sold, work-arounds recorded etc.).
Consider that too broad definition of a customer might lead to trying to solve all worlds problem (issue of boiling the ocean) i.e. too generic solution, vs. specifically designing solution for targeted know customer.?
We are addressing jobs that really matter to a customer (explained here)?
• Does the idea explain the job the customer is struggling with? Do we understand what progress is he trying to make? What is the fundamental problem they are trying to address? Do we understand the objectives they have in addressing the job?
• Do we know what suggests that the job is important and unsatisfied? Do we have evidence of how much customer cares about the progress? Consider *(Importance + Frequency)x Frustration*. Do we understand the dimensions of pains and gains: social, emotional, functional? Does failing the job leads to extreme pains or misses of essential gains?
Guidance:
None - The job, the progress and the circumstance of the job is not understandable at all; Customer does not care about the job - does not spend time or money trying to solve it.
Very strong - Clear understanding/evidence of the circumstance of the job, impact of the progress.; The job is critical need even if customer can't articulate it.
We are addressing pains/gains that really matter?
Do we understand what really annoys, frustrates the customer or prevents them from getting the job done? (Pain might be also a risk of getting the job done badly). Do we know why or what are the causes and their impacts?

Do we understand how customer measures the pain (time, money etc.)? Do we know the severity of the pain (Extreme vs. Moderate)

Solution

We understand the basic concept of the solution design/offering?

- Do we know how is the value created: products, services, combination of, intellectual property, information, etc.
- How will it work? What will it look and feel like? Do we understand the basic functionality, features, performance?
- Do we know if there are alternative solutions, why & how are they unsatisfactory or inconvenient?

The value proposition is the right one for the targeted customer?

- Is it clear how will it help customer & other stakeholders to make progress, ease the pain? What value will it create for customer/user?
- Does it get the job done fully? Do we know whether it will resonate with the customer/user? Is there something that makes it different, better?

Guidance:

None *- It does not explain how is the value created. The idea is just a better mousetrap, with no real sustainable value offer.*

Very strong *- We can be confident that it would be more simple, convenient or cheaper than existing alternatives.*

Feasibility

(Can we do this? Are we able to make it? Can we get access to resources, key partners…?)

Key resources - We can secure right technologies and resources to create our value proposition.

- Do we know what key resources are needed and in what way to employ them to create the value offer? (People, Technology, Equipment, Information, Know-how, Financial capital, Relationships?)
- Do we have the needed capabilities to develop the solution? Do we know what capabilities we are missing? Can we substitute some development capabilities with some new technology (programming, design etc.)? Are the resources easily found on the market?

Guidance:

None - We are not clear on key resources or won't be able to secure them even in limited scope, or to find alternative.

Very strong - We have all necessary resources incl. intellectual property and can manage them.

Viability

(Should we do this? Can it generate more revenue than costs?)

Value Capture

We know how we can sustainably monetize the created value.

- Do we understand how the value will be captured (Fixed/Variable cost saving, Product sales, Service fees, Subscriptions, Licensing etc.)? Do we have clarity on structure of the value capture?
- Is the value capture aligned with and clearly supported by how and where the value is created?

Guidance:

None *- The idea just assumes creation of benefit but does not describe how the value will be captured or assumes just generic sales or cost saving. It does not provide link between value creation and capture.*

Very strong *- The profitability formula is clear and logically linked to created value while. The value will be captured in unique way.*