

WORKSHEET #2: LEVEL 2 FEASIBILITY ASSESSMENT (SINGLE IDEA)

Feasibility Criteria:	0 = not at all / don't know 1 = low / only somewhat 2 = moderate / mostly 3 = high / yes, very much so	Rating (0-3)
MISSION Alignment – Will it make the <u>right</u> impact?		
1. Will this enterprise <u>directly</u> address the issue(s) we're concerned with and the goals we want to achieve?		
2. Will this enterprise have a significant <u>intensity</u> of impact?		
3. Will this enterprise have a large <u>scale</u> of impact?		
<i>Mission subtotal</i>		
MANAGE: Capability – Can we <u>really</u> do it?		
4. Can this enterprise be operated legally?		
5. Do we have some expertise in or experience with the delivery of this kind of product or service?		
6. Do we have / have access to the required capacity (competent people who can get the work done)?		
7. Do we have a champion who will take personal responsibility for seeing that this enterprise succeeds?		
<i>Capability subtotal</i>		
MARKET: Demand – Will our customers <u>really want</u> it from <u>us</u>?		
8. Have a significant number of customers demonstrated that they are willing to pay for this kind of product or service?		
9. Is there a clear rationale / evidence for why customers will choose our enterprise versus the alternatives they perceive they have?		
<i>Demand subtotal</i>		
MONEY: Financial – Are / can we get the money we need/want?		
10. Is it clear if and how this enterprise will make money from the sale of its products and services?		
11. How confident are we that we will be able to secure the financing we'll need to cover costs required to start (or grow) this enterprise?		
<i>Financial subtotal</i>		
Total Score		
Bottom Line: "What should we do with this enterprise?"		

Bottom Line Ratings:

- A. **Fast Track** - Proceed without additional research to business planning or implementation
- B. **Potential Star** - Do additional research in identified areas
- C. Put on **Back Burner** and re-assess at some defined point in the future
- D. **Dud** - Remove from further consideration / hand off to some other organization if appropriate