

WORKSHEET #3: RESEARCH FEASIBILITY

Now it's time to dive into a mini feasibility study. Regardless of who you are or where you come from (an independent entrepreneur or part of a non-profit), what you really need to do to test feasibility is this:

- Make sure the idea gets at the problem you're trying to address (top priority obviously!)
- Make sure the product or service you want to create is doable (people exist out there that can be hired to do this kind of work or you can do it yourself or a bit of both)
- Make sure there's someone/ some people/ some organizations willing to pay for it!

The rest you can make work - as long as you have a product or service that addresses the problem you're trying to solve and you can create that product or service without too much trouble, your idea is good to go!

Four-part feasibility - WORKSHEET #2: LEVEL 2 FEASIBILITY: This particular type of feasibility is most helpful for non-profits, because they have real constraints on their capacity (number of staff, amount of resources available), and they must address their mission at all times. Using these four criteria are a useful way to compare and narrow down ideas.

1. **Mission/ Problem Alignment** - does it align with the ultimate goals and impact you're trying to achieve here?
2. **Capability/ Capacity** - is this something that you can take on right now? Perhaps you already have the skills or equipment, or it's relatively easy to start. Those ideas would score high in the "capability" criteria. Additionally, is this idea legal - are there any legal considerations we need to make, or insurance we need to buy before we go ahead? This is covered in part 8 as well.
3. **Market** - do you know if there would be a market for this? Does one exist or do you know of buyers who would be interested in this idea? Perhaps government funders as well? Who will pay/ buy? Remember, this is different that who will use (the beneficiary) in social enterprise.
4. **Financial** - do you think it can make enough money, and be financially sustainable if planned the right way?

Next, you want to plan what types of research you need to do, and who will do it, in order to make sure you've really determined if your idea will work, especially in terms of the legal, financial and market-related viability. Complete the

QUESTION	REQUIRED INFORMATION	INFORMATION SOURCE	RESEARCH METHOD	TIMING	RESPONSIBILITY