



## Planning a new venture – Identifying the new venture opportunity

### Review of product or service ideas

Review your top three *shortlisted* ideas against the following key criteria:

<b>SHORTLISTED PRODUCT OR SERVICE IDEAS (from Worksheet 4.1)</b>	<b>IDEA 1</b>	<b>IDEA 2</b>	<b>IDEA 3</b>
Personal requirements: (Scale 1–10)			
Personal qualities: (Scale 1–10)			
Innovation (Scale 1–10)			
Viability (Scale 1–10)			