

### Compare Your Concept to an Ideal or Model Business

Here's a good way to explore the strengths and potential weaknesses of your business concept.

There are no correct answers but an awareness of how you compare to an ideal business will provide insights and can be used to evaluate your concept.

	1	2	3	4	5	6	7	8	9	10
No Investment (1= large investment)										
Recognized, well established market (1 = no market)										
Perceived need for product (1 = no customers)										
Dependable supply (1 = only one source)										
No Government regulation (1 = highly regulated)										
No labor ( 1 = many employees required)										
100% gross margin (1 = low gross margin)										
Buyers purchase frequently (1= one time purchase)										
Favorable tax treatment (1=heavy tax burden)										
Receptive, established dist. System (1= no estab. Dist syst.)										
Great news value ( 1 = no news value)										
Customers pay in advance (1= 90 day dating)										
No liability risk ( 1= high potential liability)										
No product obsolescence (1= short product life cycles)										
No competition (1= saturated market)										
No fashion obsolescence (1= fad)										
No physical perishability ( 1= limited shelf life)										
Impervious to weather (1= weather affects value)										
Workable & feasible (1= unproved prototype)										
Proprietary rights (1= no intellectuals property)										
Continuous revenue flow (1= deals made for each sale)										
No legal entanglements ( 1= inherent law suits)										
Exit potential (1= nothing to sell)										