

Idea Evidence Scorecard

A one-page decision aid for testing whether an idea has earned a build commitment.

Problem evidence

- ☐ The problem is specific, recurring, and costly enough to matter.
- ☐ The affected user can describe the problem without prompting.
- ☐ Current workarounds reveal time, money, or trust already being spent.

Demand evidence

- ☐ A defined audience has taken a meaningful action, not only expressed interest.
- ☐ The buyer, user, and decision process are understood.
- ☐ The reason to act now is stronger than the reason to wait.

Decision

- ☐ Proceed only when the next test is clear and the remaining risk is explicit.
- ☐ Revise when evidence contradicts the original audience, problem, or offer.
- ☐ Stop when the cost of learning exceeds the value of the opportunity.

YOUR EVIDENCE / NOTES

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