

Criteria for Evaluating Business Alternatives:

	Idea #1	Idea #2	Idea #3	Idea #4	Idea #5	Idea #6
Start-up cost/Initial Investment						
Anticipated turnaround time to reach breakeven						
Anticipated turnaround time to generate (substantial) income						
Leverage-able?						
Franchise-able?						
Generate Residual/Ongoing Income?						
Sell-able?						
Potential Size of the market						
Favorable Stage in Growth Curve						
Uses my strengths and/or something I am uniquely qualified for						
Unique/Original Idea						
Manufacturing ease/difficulty						
Patent/trademark protection?						
Lifestyle Compatible?						
Favorable Gross Margin?						

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Time Commitment Required						
Something beneficial/helpful to people (and with a positive message)						
Effort Required (Emotional, Physical)						
Freedom/Flexibility						
Income Potential: Height (How high is up?)						
Current Level of Competition						
Potential for New Competition (especially big players entering the market)						
Something I'm Proud to be Associated With?						
Fun?						
Level of Risk/Risk Quotient						