**QUICKSCREEN**

*(adapted from Timmons, J.A. and Spinelli S. New Venture Creation 2009)*

FOUNDER: Thomas Burnell

IDEA: Smash Tennis

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|  | **Lower Potential** | **Score**  *(use zero if no information)* | **Higher Potential** |
| Customer Need/Want/Problem   * intensity * frequency | Unclear  One-time | 0 1 2 3 4 **5** 6 7  0 1 2 3 4 **5** 6 7 | Significant  Recurring |
| Technical Feasibility | Technology untested  or still to be developed | 0 1 2 3 4 5 6 **7** | Technology is trivial  or can be assembled  from existing systems |
| Target Market   * size * direction | Small  Declining | 0 1 2 3 4 5  **6** 7  0 1 2 3 4 5 **6** 7 | Large  Growing |
| % of Target Market in Yr. 1  Chasm between Early Adopters and Mainstream | Small  Insignificant | 0 1 2 3 4 **5** 6 7  0 1 2 3 4 **5** 6 7 | Large  Giant leap |
| Startup Costs in Yr. 1  Time to reach Profitability | High  Never | 0 1 2 3 4 **5** 6 7  0 1 2 3 4 **5** 6 7 | Low  Already bootstrapping |
| Long-term Profit Margin | Low | 0 1 2 3 4 **5** 6 7 | High |
| Prospective Customers | No commitments | 0 1 2 3 4 **5** 6 7 | Strong commitments  (orders or strategic partners) |
| Distribution to Customers | Difficult and/or expensive | 0 1 2 3 4 5 **6** 7 | Easy/free to reach customers |
| Financial Investment | Unknown capital requirements  Poor potential ROI | 0 1 2 3 4 5  **6** 7  0 1 2 3 4 5 **6** 7 | Funds obtained from investors  Strong potential ROI |
| Competitive Advantage | None | 0 1 2 3 4 5 6 **7** | Unique/rare  Competitive barriers in place |
| Sustainability of Advantage | Easy to copy and sell  - no economic moat | 0 1 2 3 4 **5** 6 7 | Difficult to copy and sell  due to competitive barriers |
| Growth Trajectory | One hit wonder | 0 1 2 3 4 5 **6** 7 | Multiple products/segments |
| Agility of Startup | Likely to move slower than  competitors | 0 1 2 3 4 **5** 6 7 | Quicker and smarter than  competitors |
| Balance of Risk vs. Reward | Risk outweighs reward | 0 1 2 3 4 5 **6** 7 | Reward outweighs risk |
| Personal Fit | Founder has little interest in  developing the idea | 0 1 2 3 4 5 6 **7** | Founder is passionate about the idea, which fits their lifestyle goals founder |
| Management Team | No experience in this industry  Non-existent  Uncommitted | 0 1 2 3 4 5 **6** 7  0 1 2 3 4 **5** 6 7  0 1 2 3 4 5 **6** 7 | Experienced in this industry  Already in place  Committed and passionate |

TOTAL:  130 out of 161 (min. 115)