

Exhibit 2: Worksheet for Analyzing Ideas

Brainstorm <i>business ideas</i> and then rate strengths and weaknesses.												
Brainstorm Business Ideas	Rate each idea using the following key: 1=Key Weakness; 3=Neutral; 5=Key Strength; DK-Don't Know; NA-Not Applicable											
	Market		Industry		Capabilities		Economics		Personal			
	Market Size	Market Readiness	Competitive Dynamics	Available Suppliers & Partners	Access to Talent & Expertise	Able to Become Best-in-Class	Top-Line Growth Potential	Bottom-Line Productivity	Passion	Strength of Connections	Access to Resources	Supportive Personal Environment

Comments:

Worksheet 8: Action Planning

Select up to four ideas that you would like to pursue further. List key uncertainties that must be resolved and then identify key actions you will take to reduce the uncertainty. Continue iterating on these ideas until you are able to select the opportunity you would like to explore in more depth. Use *the Business Plan Assessment tool*, available in the HBS @Work Toolkit, to assess whether the idea is an opportunity you wish to pursue.

Ideas	Uncertainties	Actions	Comments