

## PRODUCT RANKING

EVALUATION QUESTIONS	PRODUCT 1	PRODUCT 2	PRODUCT 3
1. How well does this product solve a problem?			
2. Is there a REAL need that people will readily pay for?			
3. *How simple or complex will it be to execute or implement on your idea?			
4. Does this product have an intriguing or interesting (e.g. has the Wow factor) appeal that will cater to a mass audience?			
5. Does it give us a competitive advantage?			
<b>Totals:</b>			

**Ranking Scale:**

Score each product with each question using a scale from 1 to 5, with 4 and 5 meaning that the product significantly addresses the question; 3 meaning it somewhat does or the opinion is neutral; and 1 and 2 meaning it barely addresses the question.

\* **Note** – If the product is relatively simple to execute in terms of resources, score it higher. If it is more challenging or complex to execute, give it a lower score.



**We help you strategically execute and accelerate your BIG ideas.**