



## STARTUP IDEA BOOTCAMP

This worksheet will help you maximize your experience with our event.

1. Can you check the boxes below for your idea? If not then you still have work to do!

**You are passionate about it**

Are you so passionate about this problem that you can see yourself working on it in 10 years?

**It's SIMPLE**

Start by solving one problem, for one customer, with one product, that has one killer feature, & one revenue stream.

**One revenue stream**

Focus on one revenue stream to start, and if you can't identify a primary revenue stream, then it's a bad business.

**You know the customer**

From the outset, you need to intimately know of one very specific archetype who desperately needs your product.

**You know the market**

Have you already been working in the market? If not, have you spoken to 100 people that are?

**Sufficiently large market**

Any market with < 10 million people or multiple billions in annual revenue will be very hard to address.

**You have tried to kill it**

Don't fall in love with your idea. Find the things that make your idea bad, and then eliminate them through iteration.

**You can explain it simply**

"If you can't explain it simply, then you don't understand it well enough" - Albert Einstein

2. Most importantly, are you sharing and getting feedback on your idea?

Nobody is going to steal your idea. To help idea-stage entrepreneurs get as much feedback as possible, we created the easy-to-use template below. For more tips, see [FI.co/madlibs](http://FI.co/madlibs).

My company \_\_\_\_\_, is developing \_\_\_\_\_  
(Company Name) (A Defined Offering)

\_\_\_\_\_ to help \_\_\_\_\_  
(A Defined Audience)

\_\_\_\_\_ with \_\_\_\_\_  
(Solve a Problem) (Secret Sauce)

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