

Business Idea Evaluation

Massachusetts Small Business Development Center Berkshire Regional Office



Use this form to determine the fit of your business idea with your personal needs, experience and lifestyle. Assign each business idea to a column number. Answer each question along the left-hand side of the form, assigning a rating of 1 to 3 for each question, with 3 being the strongest. Total each column after you've finished. **The opportunities with the highest scores are the most suitable for you.**

	BUSINESS IDEAS			
	#1	#2	#3	#4
Does the business idea fit your personal goals and objectives?				
Does it fit your skills?				
Rate your experience and background in this business area.				
Will the business meet your money needs?				
Can it create a profit?				
How comfortable are you with this business idea?				
Does your family feel comfortable with the business?				
Does the business idea match your people skills?				
Is the business sustainable in Berkshire County?				
Is the overall industry of the business growing?				
Is the level of risk acceptable?				
Does the business require long hours?				
TOTALS				