

Kickbox Scorecard	Customer Value		Company Value					Company Fit				Risk		
	Compelling Customer Need	Compelling Solution	Sustainable Advantage	Addressable Market Size	Future Market Growth	Path to Future Opportunities	"Wow" Value	Fit With Go To Market	Fit With Technologies	Fit With Brand	Fit With Strategy	Market Certainty	Technical Certainty	Testable Incrementally
Concept														

1=high risk, 5=low risk

Scale is 1-5 with 5 being best

Compelling Customer Need

How much will this solution be valued or desired by customers? How painful is the problem or need? Do customers know they have this problem or need? Do they have any solution now?

Compelling Solution

How ideal is this solution? Does it address every aspect of the entire problem so perfectly it seems like magic? Can users understand it? Does it require users to change behavior?

Sustainable Competitive Advantage

If successful and leading the market, how long can that advantage last? Are there existing competitors? Can they easily copy us? Are there barriers to slow competitors catching up?

Addressable Market Size

How big is the market we can reach today? Is it large enough to support substantial revenue?

Future Market Growth

Does the market seem likely to grow and continue growing at significant rates?

Path to Future Opportunities

Could success be leveraged with opportunities for related offerings? Is this likely to be a feature, a single product, a product line or a new business?

"Wow" Value

Is this so unique and cool that people will want to tell others about it? Is it so impressive or amazing it enhances our reputation?

Fit With Go To Market

How much does it leverage existing distribution and marketing channels? Does it require different sales people, partners or promotional outlets?

Fit With Technologies

How much does it leverage existing technologies, processes or expertise?

Fit With Brand

How compatible is it with current company brand perception? Would potential users be puzzled? Do we have brand permission to play in this space?

Fit With Strategy

How compatible is this with current strategic directions?

Technical Certainty

Confidence this can be implemented technically. Does it require inventing challenging new technology? A low Technical Certainty score should drive higher scores in Sustainable Advantage, Compelling Solution or Wow Value.

Market Certainty

Confidence that the market for this exists. If there are no competitors, confidence should be low.

Testable Incrementally

Can the highest risk assumptions that must be true for success such as actual customer purchase behavior, marketing effectiveness or cost per sale be tested early?