

Does This Idea Suck?

A Framework for Evaluating Ideas and Making Greater Impact

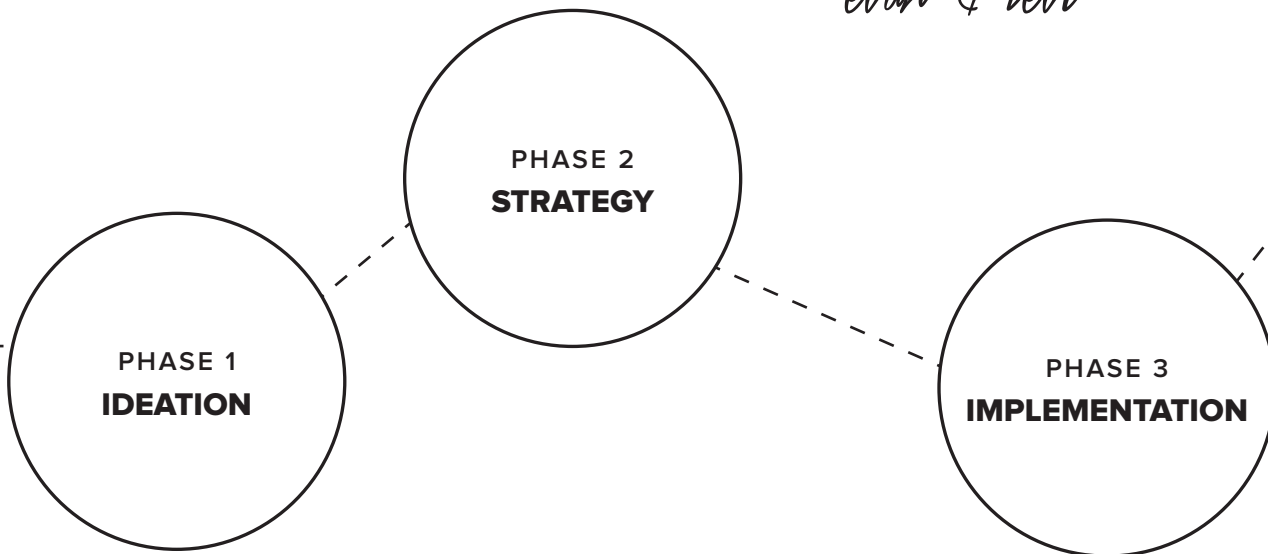
If you're a maker, organizer, entrepreneur, or artist - this resource is for YOU.

Are you constantly dreaming up new ideas?
Do you get stuck between inspiration and action?
Do you wish you had a method for evaluating those ideas?

'DOES THIS IDEA SUCK?' isn't a single question, it's a way of thinking. We recommend you copy the questions below into a working document so you can track your progress & vet your idea from start to finish.

Next time the lightbulb above your head illuminates, dig in, do work and have fun.

evan & levi



PHASE 1 :: IDEATION

GROUNDWORK

What's the idea? What do you want to create?
What's the goal?
What is the motivation?
What are you solving?
Who will you serve? Who will find value in this venture?
What's the model? How would this function?

IMPACT

What does success look like? What would it mean to you?
What is the potential legacy?

PROCESS

How do you record and organize your thoughts, vision, and strategy?

PHASE 2 :: STRATEGY

ASSESSMENT

What is your availability? How much time and energy can you commit?
What skills do you have that support the project?
How are you tracking your progress?

COLLABORATORS

What is your availability? How much time and energy can you commit?
What skills do you have that support the project?
How are you tracking your progress?

RESOURCES

How much will the project cost?
What existing assets can be allocated?
Who believes in it?

MARKETPLACE

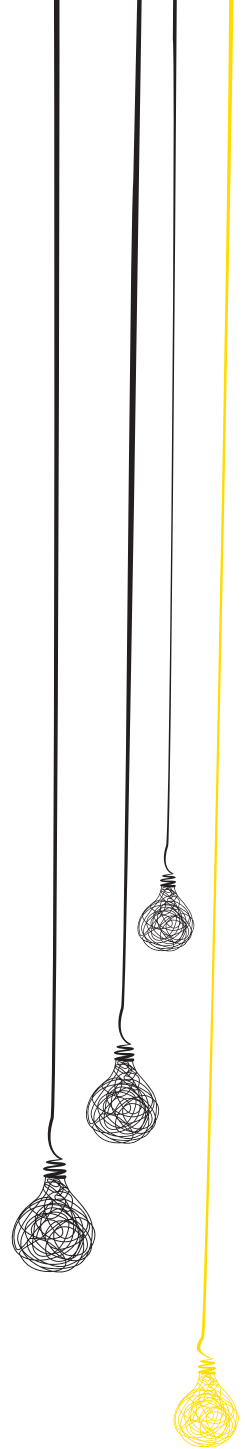
Does something similar already exist?
Why is this a better solution?
What's the competitive advantage?
Who is your target audience? How would you reach them?

VALIDATION

Who can give you honest feedback?
How do you solicit feedback?
How do people react?

TIMELINE

When do you want to launch?
What are project benchmarks?



PHASE 3 :: IMPLEMENTATION

OPERATIONS/DELIVERY

Who maintains the project day to day? What do they do?

Where and when does the team work?

What tools does the team use?

ITERATIONS

What's working? Why is it working?

What isn't working? Why isn't it working?

How do you receive feedback internally and externally?

How often do you assess strategies, operations, and success?

How will you continue to incorporate new ideas into the project?

OUTLOOK

What does the end or future of the project look like?

To what degree will you stay invested or involved in the project?

How will the project continue to provide value?

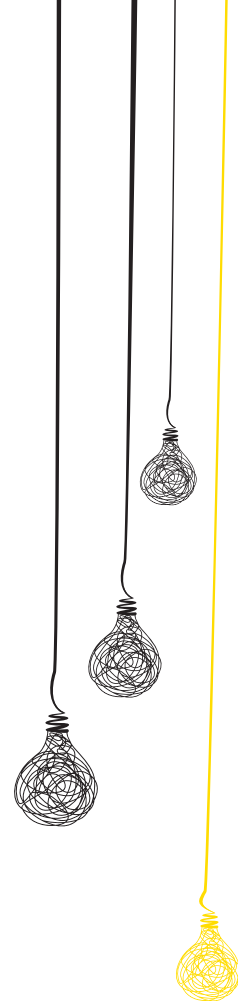
REFLECTION

What goals were achieved and what still needs work?

Did you create the impact you hoped for? Why or why not?

What new ideas were generated?

What have you learned about yourself and your work?



THANK YOU FOR PURSUING YOUR IDEAS & DARING TO BRING THEM TO LIFE.

The gap between ideation & implementation is where the power to create greater impact resides. The bottom line is: you can't know if an idea sucks until you're strategic about how it's implemented & the value it provides. If this tool was helpful or worthwhile, we invite you to share it.

Here's to thinking big!



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