

PROJECT

DATE



SOLUTION

- Do you need to develop the solution more?
- Does the solution have a sense of clarity?
- Can you easily describe the idea in 2 minutes? 2 sentences?

EXISTING ALTERNATIVES

- Do you have a clear picture about your competitors and similar solutions?
- Do you have a clear picture of the features of the solutions your competitors offer?



TANGIBLE & MEASURABLE GOALS

- Do you have tangible & approachable goals?
- Are the goals measurable?
- Do you feel that they are clear?
- Do you have goals along the way towards the big goal?

USER ACQUISITION

- Do you know how to hook new users?
- Do you know how to reach out to your target group?

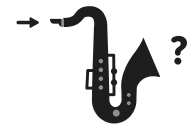


VISION

- Do you know where you are heading?
- Is the greater vision clear?

VIABILITY

- Do you know why it will work?
- Can that be easily described?



TARGET GROUP

- Did you understand the target group?
- Have you been understood by them?

METHODKIT

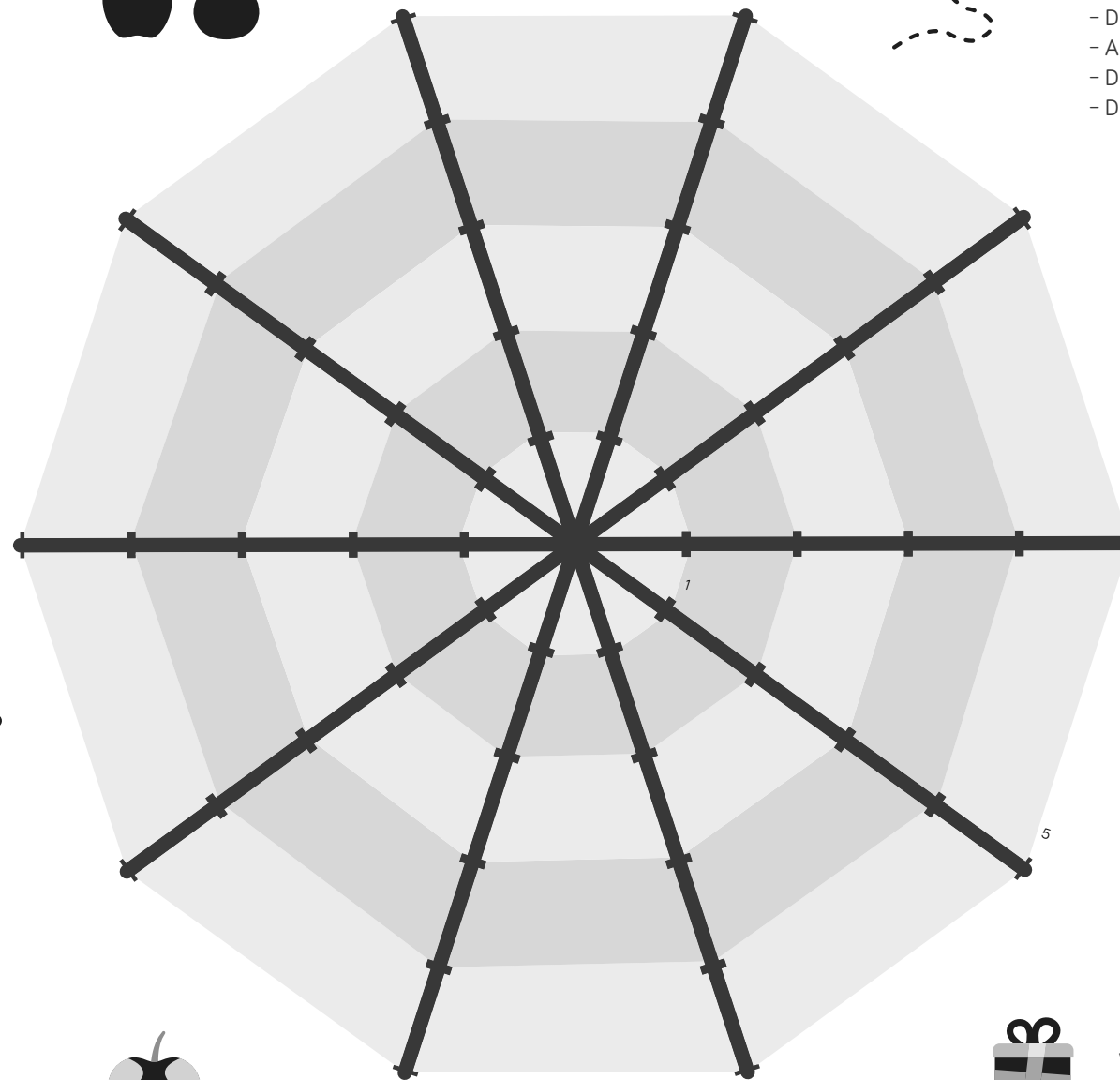
SPLASH EVALUATION FOR STARTUPS

RATE CLARITY & STATE OF EACH ASPECT.

(1) BEING PROBLEMATIC SITUATION OR HAVING UNCLARITY.

(5) HAVING CLARITY & BEING IN A BENEFICIAL SITUATION.

v.1 MORE INFO AT: [HTTP://METHODKIT.COM/](http://methodkit.com/)



MINIMUM VIABLE PRODUCT

- Did you define the simplest yet working version of you concept?



TEAM

- Do you have a strong team?
- If not do you know how to find them?
- How you have a good team spirit?
- Which partner/team member could fill possible competence gaps?



VALUE

- Do you know which value your solution provides to your target group?
- Can you easily describe your value proposition in 2 minutes? 2 sentences?