South African Business Matters

BUSINESS IDEA SCORECARD

Problem > Customer > Offer > Evidence

Is your business idea worth testing?

Work through the four areas below. Focus on evidence, not assumptions.

YOUR BUSINESS IDEA

YOUR NAME / BUSINESS

01 PROBLEM

What problem are you solving?

- What frustration, need or inefficiency exists?
- How important is it to the customer?
- What happens if it remains unsolved?

02 CUSTOMER

Who has this problem?

- Describe the specific customer group.
- Where can you reach them?
- Can they afford your solution?

03 OFFER

What will you sell?

- What product or service solves the problem?
- Why would a customer choose your offer?
- How will the business make money?

04 EVIDENCE

What proof do you have?

- Have you spoken to real potential customers?
- Have you received a payment, deposit or quote request?
- What evidence still needs to be collected?

Test before you invest heavily

Use customer behaviour and commercial evidence to decide what to do next.

BIGGEST ASSUMPTION TO TEST

What must be true for this idea to work?

FIRST TEST

What is the simplest action you can take to test it?

WHO WILL YOU TEST IT WITH?

Name the customer group, businesses or people you will approach.

POSITIVE EVIDENCE

What result would show genuine interest or willingness to pay?

WHAT DID YOU LEARN?

Record what customers actually said or did.

SABM VALIDATION SEQUENCE

TALK > TEST > SELL > IMPROVE > GROW

How strong is the opportunity?

Enter a score from 1 to 5. 1 = weak or unproven 5 = strong and well supported

Demand	Do people clearly need this?	SCORE
Evidence	Do you have real customer evidence?	SCORE
Skills fit	Can you deliver the product or service well?	SCORE
Customer access	Can you reach the people most likely to buy?	SCORE
Affordability	Can your target customer afford the offer?	SCORE
Profit potential	Can the business make enough money after costs?	SCORE
Differentiation	Is there a clear reason to choose you?	SCORE
Personal fit	Does it fit your resources and circumstances?	SCORE

YOUR OVERALL VIEW

What looks strongest, and what still needs testing?

NEXT ACTION

Start small. Validate early. Look for evidence before investing heavily.