

The 7 Key Criteria Scorecard

Score your idea before you fall in love with it. All seven must be YES.

IDEA		DATE	
Check YES only when it's a true yes. Use the Evidence line for proof. Not six. Not "mostly." All seven.			
1	Is it sexy? People lean forward and say "I need this yesterday." Core value is clear in under 60 seconds. Evidence:	YES	NO
2	Is it sticky? Usage compounds — data, history, workflows make leaving painful. Not as useful on day 1 as day 365. Evidence:	YES	NO
3	Can you charge recurring revenue? Subscriptions, not one-time. Predictable revenue that stacks. Non-negotiable. Evidence:	YES	NO
4	Can it sell itself? A stranger can find it, get the "aha," and pay — at 2 AM, with no sales call. Product-led. Evidence:	YES	NO
5	Does it have cross-sell potential? Opens doors to adjacent products for the same customer. Integrates with QuickBooks / Stripe / HubSpot. Evidence:	YES	NO
6	Can AI build it? You can describe it as a clear workflow. Functional Micro-MVP buildable in ~7 days with AI tools. Evidence:	YES	NO
7	Can support be automated? AI can handle 80%+ of routine questions. You handle edge cases, not every ticket. Evidence:	YES	NO

THE WRAPPER TEST — Will ChatGPT kill it?
Passes only with data the AI can't access AND/OR actions the AI can't take. Check what you have:

Proprietary / user / real-time data

Actions beyond text (integrations / automation)

GUT CHECK — scores look good but something feels off?

GO

KILL IT

If your gut says no, the answer is no. Seven YES checks + a passed Wrapper Test = green light to validate.