**EVALUATING THE IMMEDIATE POSSIBILITIES**

From the activity, “Narrowing the Immediate Possibilities”, that you did in class, choose the idea that seems the most likely to produce and immediate income. Prepare a written evaluation of this idea on the basis of each of the following questions, in addition to any others that you might think of.

1. What necessary skills do I have?
2. If materials are necessary, how can I acquire these at a price I can afford?
3. Is there likely to be a demand for my product/service?
4. Who will my customers be?
5. How can I inform them about the availability of my product/service?
6. How will my potential customers get in touch with me?
7. How much should I charge for my product/service?
8. At what times of the day/week can I make my product/service available?
9. Who is my competition?
10. Are there any legal complications related to offering my product/service to the public (Health Board regulations, necessity for a permit/license, legal age requirement etc.)
11. Why will this idea be successful?
12. Why does this idea appeal to me?
13. Would I want to do this for the rest of my working life?

If a chosen idea proves to be faulty when all of the above are taken into consideration, keep testing your other ideas until one meets all of the criteria.

Be prepared to review these criteria with your “Board of Directors” to seek their valuable input.