

GCIL Strength-of-Idea

Problem:

1. What problem are you working on?
2. What evidence do you have that this is a problem?
3. Who faces this problem?
4. Why does this problem exist?

Customer:

1. Who is your customer/beneficiary?
2. Why do they face the problem?
3. What evidence do you have that they consider this issue to be a problem?
4. Why haven't they solved this problem themselves?

Solution:

1. What is your solution?
2. How will the solution help the problem? (social value proposition/theory of change)
3. What evidence do you have that the solution will help the problem?
4. How do you sustain yourself financially? (financial value proposition)

Make it real:

1. Do you have primary data?
2. Have you received outside feedback on your ideas? (prototype/ minimum viable product [MVP])
3. Do you have a clearly articulated plan for the next steps?
4. Do you have the right partners & team; have you identified who you would like to work with/bring into your team?

We will be asking these questions repeatedly throughout the quarter for evaluation, discussion, and grading and will use the following scoring system:

0=omitted or erroneous / too thin

1=answer given but weak, flawed, vague, incomplete, or otherwise problematic

2=totally believable answer

You can also think of these as “yet” / “not yet” grading. Initially, the answers to all 16 questions are “not yet” -- you have not yet explored or answered that question. Over time, your team should move all 16 categories from “not yet” to “yet”, improving the depth and robustness of your answers.