

# REALITY CHECK: THE RIGHT IDEA

## THE RIGHT IDEA AND PITCH CHECKLIST

- Have you harnessed the power of your imagination to cultivate your idea?
- Are you making time to daydream?
- Have you generated honest appraisals for your idea?
- Have you taken your idea for a test flight?
- Have you substantiated your idea with real facts and figures to give your idea merit and answer questions and objections?
- Have you assessed your idea's viability? Is it different, better? Is it specialist or niche? Can it go global? Does it feel right?
- Do you believe in the idea and have the confidence to take it forward?
- Have you protected your idea?
- Have you pitched your idea to your team and others? Have you practiced and polished your pitch?
- Does your pitch clearly and concisely reveal the opportunity, the return on investment, and substantiate your claims?
- Have you bought your suit?