

Concept Clarity Scorecard

Instructions

Rate your venue against these ten statements. Score each 1 (strongly disagree) to 5 (strongly agree). Complete in a single sitting, without consulting your team first. Their version comes next.

Scoring Table

#	Dimension	Description	Score (1–5)
01	Identity	I can describe what my venue is in one sentence that a stranger would understand.	
02	Differentiation	There is no other venue within a 15-minute walk that does what I do at my price point.	
03	Consistency	A guest who visited three months ago would recognize the same experience today.	
04	Refusal discipline	I have said no to a profitable idea in the past 90 days because it did not fit the concept.	
05	Staff clarity	Every member of my team can explain the concept without hesitation.	
06	Menu coherence	Every item on the menu belongs to the same story.	
07	Audience definition	I can describe my core guest in specific demographic and behavioural terms.	
08	Price confidence	I have not discounted to fill seats in the past 60 days.	
09	Concept protection	My brand name, visual identity, and key recipes are legally protected.	
10	Stress-test survival	If a direct competitor opened next door tomorrow, I know exactly what I would not change.	

Scoring

Total: _ / 50

Interpretation

- **40 to 50:** Strong concept clarity. Protect it with the 90-Day Rule.
- **25 to 39:** Vulnerable to dilution. Identify the weakest dimensions and address them before expanding.
- **Below 25:** The concept needs foundational work before any marketing, hiring, or capital expenditure.