

# Trend Evaluation Scoring Framework

## Instructions

Before committing capital to any trend, evaluate it across six dimensions. Score each from 1 to 5. This framework distinguishes fads from structural shifts.

## Trend Being Evaluated

open text

## Scoring Table

#	Dimension	Description	Score (1–5)
01	Evidence base	Is the trend supported by macro data (market size, supply chain investment, demographic shifts), or only by media coverage and conference presentations?	
02	Adoption timeline	Has it been building steadily over years (structural shift), or did it spike overnight (likely fad)?	
03	Consumer demand	Are guests actively seeking it out, or are operators pushing it because a report said to?	
04	Operational fit	Can your venue execute it without new supply chains, specialized equipment, or dedicated labour that cannot be cross-utilized?	
05	Longevity risk	What kills this trend – aesthetic fatigue (people stop photographing it) or structural obsolescence (the economics collapse)?	
06	Competitive timing	Are you early enough to establish authority, on time to capture demand, or too late to differentiate?	

## Scoring

Total: \_ / 30

## Interpretation

- **Above 24:** Genuine structural shift. Invest with confidence.
- **15 to 23:** Pilot on a limited basis before committing significant capital.
- **Below 15:** Let your competitors absorb the losses.

## Diagnostic Reference

**Fad characteristics:** Violent search traffic spike followed by rapid collapse. Visual repackaging without supply chain reorganization. High initial foot traffic but negligible repeat visits. The product is photographed once and never ordered again.

**Structural shift characteristics:** Gradual compounding growth curve. Logistics companies investing in infrastructure. Integration into the consumer's daily or weekly routine, generating predictable recurring revenue.