

WORKSHEET 05 · CHAPTER 05 · CONCEPT VALIDATION

Go/No-Go Decision Matrix Worksheet

Print, complete by hand, or use as a working review sheet.

Instructions

Score each criterion from 1 to 10, multiply by the weight, and compare the total to the threshold.

Weighted Criteria

Category	Criterion	Weight	Score	Weighted
Market Evidence	Catchment support	5		
Market Evidence	Competitive positioning	5		
Market Evidence	Market timing	5		
Customer Response	Sustained interest	4		
Customer Response	Community building	4		
Customer Response	Price validation	4		
Financial Viability	Sales-to-investment ratio	5		
Financial Viability	Unit economics	5		
Operational Feasibility	Talent availability	3		
Operational Feasibility	Regulatory pathway	3		

Total Score

Total possible score: 170.

Decision Proceed / Revise / Abandon. State the evidence behind the decision.

Threshold: 127.5+ = Proceed. 85-127 = Revise and revalidate. Below 85 = Abandon.