Ideacide

Kill bad ideas before they cost you years.

11 pass-or-fail filters. Fail one and the idea is out.

Idea: _____

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1. Personal Use

Will I use it? I have to be my own first customer.

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2. Daily or More Use

The more I use it, the faster it improves. Daily use forces empathy.

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3. Platform Potential

At least one of: network effects, switching costs, scale economies or counter-positioning?

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4. Counter-Positioning

Can I build something incumbents can't copy without hurting their own business?

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5. Mutually Reinforcing

Does it feed what I'm already building? A win in one compounds across others.

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6. Gives Me Energy

Do I feel the pull? The logic says yes, but does my body?

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7. Revenue Proximity

Close to the money or solves a very urgent, painful problem?

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8. Low Marginal Costs

Can it scale without costs scaling with it? 10x customers without 10x spend.

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9. Market Size

Can it help at least 10,000 businesses or 10 million people?

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10. Passive Value Delivery

Can it run in the background? Value delivered without the customer doing anything.

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11. Evidence of Demand

Are people already searching, asking or paying for something adjacent?

Result: _____ / 11 filters passed

If your idea fails any filter, understand why before you commit.

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