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.

2. Daily or More Use

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

3. Platform Potential

At least one of the Seven Powers? Scale economies, network effects, counter-positioning, switching costs, branding, cornered resource or process power.

4. Counter-Positioning

One of the Seven Powers, important enough to be its own filter. Can I build something incumbents can't copy without hurting their own business?

5. Mutually Reinforcing

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

6. Gives Me Energy

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

7. Revenue Proximity

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

8. Low Marginal Costs

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

9. Market Size

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

10. Passive Value Delivery

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

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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