

## **10-Point Project Feasibility Checklist: The Capital Guardrail**

At **TheOwnersProject.com**, we believe that the most expensive mistake an Owner can make is starting the wrong project. The **Project Feasibility Checklist** serves as a rigorous "Go/No-Go" gauge, designed to be used during the **Initiation Phase** of any new venture or major expansion. Before you commit capital or sign contracts, this document ensures your project is a viable investment rather than just a "good idea on paper".

### **The Scorecard Mechanics**

The checklist utilizes a **Project Feasibility Scorecard** where ten critical criteria are rated on a scale of 1 (High Risk) to 5 (Strongly Validated):

- **Market Demand & Strategic Alignment:** We verify proof of demand and ensure the project fits your long-term vision rather than being a distraction.
- **Financial & Technical Viability:** We analyze if the projected **ROI** is worth the investment and if the necessary technology and tools are accessible.
- **Operational & Resource Capacity:** We assess if your current team has the bandwidth and skills to execute, and if supply chains and funding are secured.
- **Compliance & Risk:** We identify zoning, permit, or intellectual property hurdles, and look for "Fatal Flaws" that require established Plan Bs.
- **Competitive Edge & Timing:** We evaluate your "Unfair Advantage" and determine if the window of opportunity is actually open with a realistic timeline.

### **The Final Verdict**

The results are aggregated into a **Final Tally** that dictates the path forward:

- **40 - 50 (GO):** High probability of success; proceed to formal requirements.
- **30 - 39 (PAUSE):** Significant gaps exist; "1" and "2" scores must be addressed.
- **Below 30 (NO-GO):** The project is too risky or unrefined; it should be pivoted or archived.

A **Project Feasibility Checklist** is the "Go/No-Go" gauge every owner needs. Before committing capital or signing contracts, running a concept through these ten filters ensures the project is actually viable and not just a "good idea on paper." This checklist is designed to be used during the Initiation Phase of any new venture or major expansion.

## **PROJECT FEASIBILITY SCORECARD**

**Project Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **Owner/Lead:** \_\_\_\_\_

**Instructions:** Rate each of the 10 criteria below on a scale of 1 to 5.

**1:** Poor/High Risk      **3:** Neutral/Needs Work      **5:** Excellent/Strongly Validated

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### **1. Market Demand**

**Question:** Do people actually want/need this? Is there proof?

- **Score:** [ 1 ] [ 2 ] [ 3 ] [ 4 ] [ 5 ]

- **Notes:** \_\_\_\_\_

### **2. Strategic Alignment**

**Question:** Does this fit our long-term vision or is it a distraction?

- **Score:** [ 1 ] [ 2 ] [ 3 ] [ 4 ] [ 5 ]

- **Notes:** \_\_\_\_\_

### **3. Financial Return (ROI)**

**Question:** Is the projected profit worth the capital investment?

- **Score:** [ 1 ] [ 2 ] [ 3 ] [ 4 ] [ 5 ]

- **Notes:** \_\_\_\_\_

### **4. Technical Feasibility**

**Question:** Do we have—or can we get—the tools/tech to build this?

- **Score:** [ 1 ] [ 2 ] [ 3 ] [ 4 ] [ 5 ]

- **Notes:** \_\_\_\_\_

### **5. Operational Capacity**

**Question:** Does the current team have the hours and skills to execute?

- **Score:** [ 1 ] [ 2 ] [ 3 ] [ 4 ] [ 5 ]

- **Notes:** \_\_\_\_\_

### **6. Resource Availability**

**Question:** Are raw materials, supply chains, and funding secured?

- **Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

- *Notes:* \_\_\_\_\_

## 7. Legal & Compliance

**Question:** Are there zoning, permit, or intellectual property hurdles?

- **Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

- *Notes:* \_\_\_\_\_

## 8. Competitive Edge

**Question:** Do we have a clear "Unfair Advantage" over incumbents?

- **Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

- *Notes:* \_\_\_\_\_

## 9. Risk Mitigation

**Question:** Have we identified the "Fatal Flaws" and created Plan Bs?

- **Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

- *Notes:* \_\_\_\_\_

## 10. Timing & Seasonality

**Question:** Is the window of opportunity open? Is the timeline realistic?

- **Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

- *Notes:* \_\_\_\_\_

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## FINAL TALLY & VERDICT

**Total Score:** \_\_\_\_\_ / 50

- **40 - 50: GO.** High probability of success. Proceed to formal OPR.
- **30 - 39: PAUSE.** Significant gaps exist. Address "1" and "2" scores before proceeding.
- **Below 30: NO-GO.** The project is too risky or unrefined. Pivot or archive.

**Owner's Final Decision:** [ ] Approved [ ] Needs Revision [ ] Rejected