



# Business Direction Matrix

(Internal: Idea Elimination Matrix)

## Purpose

Compare multiple business directions using the same criteria in order to reduce emotional bias, evaluate options consistently, and narrow your focus to the 2–3 directions worth deeper investigation.

## How It Works

- 1. List potential business directions across the top of the matrix.
- 2. Score each direction against the criteria below (use a consistent scale, e.g., 1–5).
- 3. Review totals and patterns. The goal is not to pick a winner, but to create a strong shortlist.

Criteria	Direction A	Direction B	Direction C
Founder leverage			
Constraint compatibility			
Speed to first signal			
Operational complexity			
Capital requirements			
Risk profile			
Personal energy & interest			
Notes / Insights			

**Output Guidance:** This matrix does not declare a winner. Use it to eliminate weak ideas and surface the 2–3 directions that deserve deeper research, validation, and experimentation.

