

Introduction

This worksheet helps founders objectively compare multiple startup problem hypotheses and identify the highest-leverage opportunity before building.

Problem Hypothesis List

Problem A	
Problem B	
Problem C	
Problem D	

Opportunity Matrix

Criteria	A	B	C	D
Problem Urgency				
Frequency				
Consequence Severity				
Buyer Ownership				
Founder Obsession Fit				
Access to Decision-Makers				
Early Achievability				
Total Score				

Decision Summary

Selected Problem Hypothesis:

Why This Problem Wins:

Founder Notes & Insights

Key Insights:

Risks or Unknowns:

Next Validation Action: