

MARKET ATTRACTIVENESS SCORECARD

STRATEGIC EVALUATION TOOL

Evaluate Whether a Market Is Worth Pursuing

8 SECTIONS

5 SCORE AREAS

MAX 50 PTS

50

Introduction

Not all markets are equally attractive. Some look large but are expensive to enter, dominated by entrenched competitors, or populated by customers who will not pay. Others may be smaller but offer clear, accessible demand with strong economics.

This scorecard evaluates a market across five dimensions:

DEMAND	How much pain exists, and are customers motivated to pay for relief?	10 PTS
GROWTH	Is the market expanding, or is it mature or declining?	10 PTS
COMPETITION	How crowded is the space, and can you differentiate?	10 PTS
ACCESSIBILITY	Can your startup realistically reach and serve this market?	10 PTS
ECONOMICS	Are unit economics strong enough to support a healthy business?	10 PTS

Maximum total score: 50 points. Each section is scored out of 10 points (5 factors × max 5 points each). Use this as a comparative tool across multiple markets — not as an absolute judgment.

Scoring guide: 1 = Very weak / no evidence · 2 = Below average · 3 = Moderate / mixed signals · 4 = Strong with minor concerns · 5 = Very strong with clear evidence

SECTION 1

Market Overview

Define the market before scoring it. Clear context improves the accuracy of every section that follows.

What market or industry are you evaluating?

Who are the primary customers in this market?

What core problem exists within this market?

What types of solutions currently exist — and how do customers solve this today?

SECTION 2

Market Demand Score (MAX 10 PTS)

Demand measures the urgency and strength of customer need. A high-demand market has customers actively seeking solutions and willing to pay.

FACTOR	SCORE (1-5)	NOTES / EVIDENCE
Customer Pain Level	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Frequency of the Problem	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Willingness to Pay for a Solution	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Budget Availability / Purchasing Power	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Urgency of the Problem	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
DEMAND SCORE TOTAL	/ 25	

What is the strongest signal of demand in this market?

SECTION 3

Market Growth Potential (MAX 10 PTS)

Growth potential determines whether the opportunity will expand or contract over time. Investors and founders both benefit from markets that are growing naturally.

FACTOR	SCORE (1-5)	NOTES / EVIDENCE
Market Growth Rate (YoY trend)	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Technology or Industry Tailwinds	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Adoption Momentum (customer behavior shift)	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Future Expansion Potential	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Regulatory Environment (supportive or restrictive)	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
GROWTH POTENTIAL TOTAL	/ 25	

What trend or tailwind most strongly supports this market's growth?

SECTION 4

Competitive Landscape (MAX 10 PTS)

Note: In this section, **higher scores indicate better competitive conditions** for a new entrant — fewer entrenched players, weaker existing solutions, and a clearer path to differentiation.

Scoring reminder for this section: Score 5 = favorable for a new entrant (few competitors, weak solutions) · Score 1 = unfavorable (crowded, loyal customer base, high barriers)

FACTOR	SCORE (1-5)	NOTES / EVIDENCE
Number of Existing Competitors (fewer = higher score)	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Strength of Existing Solutions (weaker = higher score)	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Customer Loyalty to Current Providers (lower = higher score)	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Ease of Differentiation (easier = higher score)	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Barriers to Entry (lower for incumbents = higher score)	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
COMPETITION SCORE TOTAL	/ 25	

What is the primary competitive advantage available to a new entrant here?

SECTION 5

Market Accessibility (MAX 10 PTS)

Some markets are attractive in theory but difficult for early-stage startups to access in practice. Evaluate how reachable this market is given your current resources and capabilities.

FACTOR	SCORE (1-5)	NOTES / EVIDENCE
Customer Access Channels (reachability)	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Sales Complexity (simpler = higher score)	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Distribution Availability	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Partnership Opportunities	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Marketing Reach and Content Channels	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
ACCESSIBILITY SCORE TOTAL	/ 25	

What is the fastest, most cost-effective way to reach customers in this market?

SECTION 6

Economic Opportunity (MAX 10 PTS)

Strong demand in a low-margin market may not support a sustainable business. Evaluate the economic quality of the opportunity — not just its size.

FACTOR	SCORE (1-5)	NOTES / EVIDENCE
Revenue Potential per Customer (ACV)	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Gross Margin Potential	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Customer Lifetime Value (LTV)	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Repeat Purchase / Recurring Behavior	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
Upsell and Expansion Opportunities	■ 1 ■ 2 ■ 3 ■ 4 ■ 5	
ECONOMIC OPPORTUNITY TOTAL	/ 25	

What makes the unit economics of this market especially attractive or concerning?

SECTION 7

Market Attractiveness Summary

Transfer your section totals below. This gives you a single composite score to compare this market against other opportunities.

CATEGORY	SOURCE	YOUR SCORE	MAX
Demand Score	Section 2 · 5 factors		25
Growth Potential Score	Section 3 · 5 factors		25
Competition Score	Section 4 · 5 factors		25
Accessibility Score	Section 5 · 5 factors		25
Economic Opportunity Score	Section 6 · 5 factors		25
TOTAL MARKET ATTRACTIVENESS SCORE			50

YOUR TOTAL SCORE

/ 50

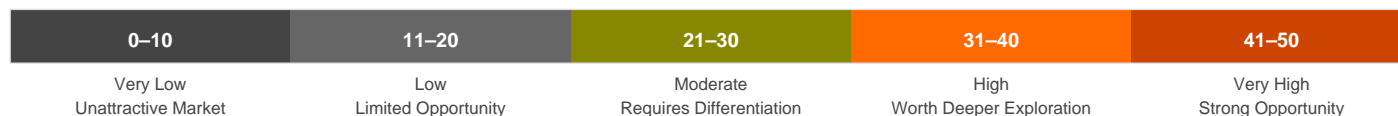
SECTION 8

Strategic Interpretation

Use your total score to assess the overall attractiveness of this market. Then interpret what the score means for your specific situation.

SCORE RANGE	RATING	INTERPRETATION
0 – 10	VERY LOW	Market is likely unattractive. Reconsider the opportunity.
11 – 20	LOW	Limited opportunity. Significant barriers or weak demand.
21 – 30	MODERATE	Some potential. Strong differentiation required to compete.
31 – 40	HIGH	Attractive opportunity worth deeper exploration and validation.
41 – 50	VERY HIGH	Strong market signal. Prioritize this opportunity.

SCORE INTERPRETATION GUIDE



Based on your score, what does this assessment suggest about this market opportunity?

Which scoring area showed the biggest weakness — and what would it take to address it?

Market Strategy Reflection

A scorecard gives you a structured perspective — but the real value comes from the strategic clarity it creates. Use these prompts to synthesize your thinking.

What is the biggest opportunity within this market?

What makes this market worth pursuing despite its challenges?

What risk could most significantly weaken this opportunity?

Which low-scoring dimension is the most dangerous — and why?

What must be validated before committing time and resources?

What assumption, if wrong, would change your assessment of this market?

Founder Signature

Date

Steven Mitts · Digital Startup Playbook · Premium Founder Framework

This document is for internal founder use only. For more resources visit stevenmitts.com