

Idea Evaluation Methods Packet

I. PMI

“**P**” stands for the **PLUSes** of the idea (the good points)

“**M**” stands for the **MINUSes** about the idea (the weak points)

“**I**” stands for what’s **INTERESTING** about the idea
(neither good nor bad, but worth noting)

II. ALUO

“**A**” = **ADVANTAGES** of the idea

“**L**” = **LIMITATIONS** of the idea

“**U**” = what is **UNIQUE** about the idea

“**O**” = the **OPPORTUNITIES** presented by the idea

III. Idea Grid

