

Strategic Assessment

With the

The DFVA Framework

Desirability	Feasibility	Viability	Adaptability
<ul style="list-style-type: none">• How appealing and fulfilling is this option to me?• To what extent does it provide me a sense of purpose, satisfaction, excitement?• Is this aligned with my interests? my values?	<ul style="list-style-type: none">• How achievable and realistic is this given my resources & context?• Do I have the skills? the knowledge or can i realistically attain the skills? the knowledge?• Are there external factors that may affect feasibility for me?	<ul style="list-style-type: none">• Can I handle the upfront cost pre-profit?• How long can I go? How much runway do I have?• How long does it take to reach profitability?• Whats the potential ROI and is it worth it for me?	<ul style="list-style-type: none">• How well can my personal circumstances handle this option and vice versa?• What are the perceived risks & challenges. Rate how well I can handle them.• How adaptable am I as a person? what does my history tell me?

Below is a list of seed questions to help you introspect

Desirability

- What do I really want?
- Am I really impassioned by the thought of this venture?
- What is the true source of motivation for me to pursue this?
- Does it connect to my intrinsic desires rather than external pressures?
- Does this really matter to me?
- Should I really do this?
- 10 years from now if I didn't do this, how might I feel?
- How well does it fit into the narrative of the life I want to create?
- Do I find joy in the effort required to build and grow this 'baby'?
- How personally connected am I to the need this venture addresses?
- Does it resonate with my own experiences and aspirations?
- Does it align with my long-term vision for myself? for others?
- In what ways does it contribute to the legacy I want to create?
- What does my heart truly desire in relation to this venture?
- How does the venture align with my deepest longings and aspirations?
- If I avoid this journey, what would happen? How would I feel?
- Will this shape the narrative of my life?"
- What is the fundamental change I aim to create, and how does that purpose resonate within?
- Is this the only way?
- Is there a better way?
- How does the venture align with my willingness to invest time, energy, and resources?
- How authentic do I feel when envisioning myself pursuing this venture?
- Does it allow me to express my true self? How so?
- What am I fighting for? What is the change I am seeking to make?
- How appealing and fulfilling is this to me? On a scale of 1 to 5, does this contribute to my sense of meaning and fulfillment beyond just financial?
- How well does this align with my personal interests and values?
- To what extent does this provide me with a sense of purpose or satisfaction or excitement or dread?
- What legacy do I envision leaving through this venture?
- How does it connect to the impact I want to have on the world?
- How does the venture reflect my identity and how I want to be perceived?
- In what ways does it contribute to shaping my personal brand?
- Does the thought of working on this venture bring me genuine joy and fulfillment?
- What fears or doubts do I have about pursuing this venture?
- What aspects of the venture are intrinsically motivating for me? Which ones are not motivating? Does the motivating outweigh the non-motivating?
- Does this tap into my innate desires and motivations?
- How does the venture contribute to my overall happiness and well-being?
- What does my intuition or gut feeling tell me about pursuing this?

Feasibility

- Can I realistically commit personal time to the venture without compromising my well-being?
- How much time can I realistically commit to this venture on a daily/weekly basis?
- Are there other personal or professional commitments that might hinder my time investment?
- Do I have access to the physical resources needed to start this venture?
- Am I personally equipped to handle the day-to-day, week-to-week, month-to-month operations of the venture?
- Do I have the necessary skills and knowledge to manage the core processes involved?
- How scalable is this considering my individual capacity?
- Do I possess or have access to the technical expertise required for this venture?
- What technology or tools are essential, and do I have access to them?
- What personal resources do I have available for the venture?
- What are the potential risks and challenges associated with this venture, and am I prepared for them?
- Have I considered the personal risks involved, and do I have mitigation strategies in place?
- Have I considered the administrative, legal, regulatory, and other requirements for the venture, and am I comfortable navigating them?
- What's my capacity plan?
- To what extent can I collaborate with others for expertise or shared resources?
- Are there potential partnerships or collaborations that align with my personal capacity and goals?
- Can I, should I get a co-founder?
- Are there specific skills I need to develop personally to enhance feasibility?
- What steps can I take to acquire or enhance the necessary personal skills?
- Have I built the personal flexibility needed to parent this venture?
- Do I personally have a capacity for continuous innovation?
- Are there opportunities for ongoing improvement and adaptation in line with my personal capabilities?
- Are there sustainable practices I can personally incorporate for long-term feasibility?
- How open am I to feedback, what mechanisms can I create for a feedback loop with myself for continuous assessment and recalibration?

Viability

- How long can I sustain the business without generating significant revenue?
- Can I handle the upfront cost to stand up and sustain this option pre-profit?
- On average how long does it take for profits to start coming in?
- Is the potential return on investment worth it for me?
- Are there potential risks and challenges that may affect the viability of this option for me?
- What is the minimum monthly income needed to cover operational expenses?
- How much capital is required to launch the venture, and do I have access to those funds? How much runway do I have? How long can I go without profit?
- When do I anticipate the venture will reach the break-even point?
- What strategies can I employ to accelerate the break-even timeline?
- Do I have contingency plans for accessing additional capital if needed?
- Have I explored potential funding options, including investors, grants, or crowdfunding?
- Have I identified potential financial risks, and what contingency plans are in place?
- Can the venture withstand unforeseen financial challenges?
- What is the projected timeline for the venture to become profitable?
- How can I optimize operational costs without compromising quality?
- Where can savings be realized or cash be conserved without affecting the venture's viability?
- If considering loans, have I evaluated the impact of debt on the venture's financial health?
- What is the repayment strategy, and how does it align with the venture's cash flow?
- Do I have an emergency fund set aside to handle unexpected financial challenges?
- How robust is the financial safety net for the venture during volatile periods?
- What potential partnerships or collaborations can I explore to enhance viability?

Adaptability

- How comfortable am I with ambiguity and uncertainty in general?
- What does my past handling of challenges tell me about my adaptability?
- To what extent am I willing to adjust/pivot or lay down to rest an idea based on feedback?
- How do I typically respond to constructive criticism or feedback?
- Have I considered various scenarios that may require adaptation, such as shifts in demand or unexpected disruptions?
- How resilient am I in the face of setbacks or unexpected challenges?
- Am I open to evolving based on real-world testing and feedback?
- Can I let go of initial assumptions, and personal attachments if they prove to be hindrances?
- How comfortable am I with change?
- How quickly can I make decisions and implement changes when required? Do I have strategies to avoid getting stuck in analysis paralysis?
- How well can I manage and adapt during crises?
- Can I maintain a level-headed approach and lead myself through turbulent times?
- How prepared am I to endure challenges and setbacks on this entrepreneurial journey?
- How does the venture align with my capacity for resilience and perseverance?
- Do I have the capability to adapt to unforeseen challenges and changes?
- How comfortable am I with the inherent risks associated with this venture?
- In what ways does the venture align with my risk tolerance and appetite?



The Good Soil Exercise

What Would Need to be True?

1. What would need to be true for my venture to solve a significant problem or address a critical need?
2. What assumptions am I making, and what would need to be true for those assumptions to hold?
3. What would need to be true for my customers to find my product or service highly desirable?
4. What conditions would need to be true for my venture to thrive?
5. What would need to be true for my business model to be financially viable and sustainable?
6. What factors, both personal and in the external environment would need to be true for my venture to succeed?
7. What assumptions about technology and resources would need to be true for the operational model to work?
8. What would need to be true for the competitive landscape to favor my venture?
9. What conditions would need to be true for the regulatory environment to support my business activities?
10. What would need to be true for my personal capacity and commitment to be sufficient for the venture?
11. What assumptions would need to be true for long-term success?
12. What conditions in the industry or market trends would need to be true for my venture's strategy to be effective?
13. What would need to be true for my venture to create true value?
14. What would need to be true for my venture to matter to the customers?
15. What would need to be true for my venture to matter to me?
16. What would need to be true for my venture to be wildly successful?
17. What assumptions about customer behavior and preferences would need to be true for my approach to work?
18. What would need to be true for my venture to stand out and differentiate itself effectively?
19. What assumptions about partnerships and collaborations would need to be true ?