

The DIVE Scorecard

A place to organize evidence, questions, and personal fit. This is a research worksheet, not an investment rating.

Franchise: _____ Date: _____

D**DEMAND**

Who buys, why do they buy, and what brings them back?

Evidence: ___ Not yet obtained ___ Partly supported ___ Verified with source

I**INVESTMENT**

What is the full opening budget, working capital, and recurring cost?

Evidence: ___ Not yet obtained ___ Partly supported ___ Verified with source

V**VIABILITY**

What drives performance, and what evidence supports the assumptions?

Evidence: ___ Not yet obtained ___ Partly supported ___ Verified with source

E**EVERYDAY OWNERSHIP**

What will I do each week, and how does that fit my strengths and time?

Evidence: ___ Not yet obtained ___ Partly supported ___ Verified with source

MY NEXT VALIDATION STEP

One unanswered question: _____

Source or person to verify with: _____ Next action: _____