

How Merit scores your idea.

You describe the idea, what you can put behind it, and what you're actually good at. Merit grades it live across seven weighted dimensions and emails you the full evaluation — scored against you specifically: your skills, your hours, your budget. The same idea grades differently in different hands.

THE FORMULA

$$\text{final score} = \sum (\text{weight} \times \text{dimension score} / 10) \rightarrow \text{out of 100}$$

each dimension scored 1-10, then weighted

THE SEVEN DIMENSIONS

Market Demand	Real, evidenced demand vs. founder speculation	20
Money Potential	Revenue ceiling and margin structure	18
Speed to First Sale	How fast the first dollar could realistically arrive	14
Skill Fit	Whether this founder has an unfair advantage here	14
Ease of Launch	Complexity of getting from zero to live	12
Scalability	Growth without proportional cost increase	12
Uniqueness	Genuine differentiation from what already exists	10
		WEIGHTS SUM TO 100

THE VERDICT

80-100	STRONG BET	Build this now.
65-79	GOOD POTENTIAL	Solid. Shore up the weak dimensions first.
45-64	WEAK FIT	Something is there. Key dimensions hold it back.
0-44	NOT NOW	Let it rest — or rebuild it on different footing.

Calibrated to be honest.

Merit is deliberately calibrated so that most ideas land in the 50s and 60s. A score above 85 is rare enough to mean something — if every idea scored 85, the number would be worthless. The tool will tell you something you don't want to hear, with reasons pulled from your own submission.

SCORE ANCHORS — WHAT EACH BAND MEANS

- 1–2** Fundamentally broken on this dimension.
- 3–4** Something on the page actively works against you — present and harmful, not merely missing.
- 5–6** Unproven, unremarkable, or unvalidated. The honest default — most ideas live here.
- 7–8** Concrete, specific evidence or advantage in the submission itself.
- 9–10** Exceptional and nearly undeniable. Rare by design.

THE RULES

Benefit of the doubt, one way only.

When a dimension sits between two scores: absence of proof rounds up, active harm rounds down. Not having validated yet is normal. Math that can't work is not.

Scored against you, not a hypothetical team.

Skill Fit is graded strictly against your stated skills, weekly hours, and budget. If the idea needs a team and you have five hours a week, the score says so — and says why.

What you've built counts.

If you've already shipped part of it, Merit never grades you as if starting from zero. Ease of Launch and Speed to First Sale account for the work by name.

Every criticism cites your own words.

No generic feedback. Every justification must point at something specific in your submission — your claims, your numbers, your constraints. If it could be pasted under another idea, it's rewritten.

Every low score comes with its exit.

Any dimension scored 6 or below must end by naming the cheapest concrete action that would raise it. Below 65 overall, the summary ends with the single change that would most raise the grade. The score is a measurement, not a verdict on you.

WHAT ARRIVES IN YOUR INBOX

The grade, the verdict, all seven dimensions with their reasoning, two to three genuine strengths, the real risks, and one specific action to take this week.