

ENTREPRENEURIAL ENDGAME DISCOVERY KIT



ENTREPRENEURIAL ENDGAME

This Discovery Kit is designed to prepare you for the Entrepreneurial Endgame workshop. It will help you generate ideas and identify opportunities that align with your individual strengths, interests, and observed market gaps.

Take your time with it and most importantly, have fun during this discovery process. Complete as much as you can. I'll see you soon.

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SIG - STRENGTHS, INTERESTS, GAPS (+ Observations)

STRENGTHS

Review the Strengths Word Bank below. Select 15-25 that feel true for you **right now**. Then choose your **Top 10 strengths** and complete the lines below for each.

Example:

My strength: calm

Is evident in: the way I rarely get shaken, even in tense situations

Strengths Word Bank

Adaptable	Ambitious	Calm	Candid	Capable	Charismatic
Communicative	Cooperative	Courageous	Creative	Curious	Decisive
Dedicated	Determined	Efficient	Emotional Intelligence	Empathetic	Energetic
Focused	Honest	Humorous	Humble	Independent	Innovative
Insightful	Intuitive	Involved	Kind	Natural Leader	Objective
Open-Minded	Organized	Patient	Persuasive	Positive	Practical
Proactive	Problem-Solving	Resourceful	Respectful	Responsible	Self-Confident
Self-Disciplined	Sociable	Versatile			

My strength: _____ is evident in:

1. My strength: _____ is evident in:

2. My strength: _____ is evident in:

3. My strength: _____ is evident in:

4. My strength: _____ is evident in:

5. My strength: _____ is evident in:

6. My strength: _____ is evident in:

7. My strength: _____ is evident in:

8. My strength: _____ is evident in:

9. My strength: _____ is evident in:

Bonus: Ask some trusted friends to tell you what they perceive to be your strengths. List their input here:

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INTERESTS

Answer each prompt with a 1-4 word response (a topic, hobby or world you are drawn to). Refrain from writing full sentences. Choose one response per question. You can always repeat the exercise with 10 new responses.

Example:

Prompt: "I could talk about _____ for hours."

Answer: "Italian culture", "fitness habits", "interior design"

1. I never get tired of learning about _____
2. I could talk about _____ for hours
3. I spend time/money on _____
4. I follow accounts/news about _____
5. I always wanted to _____
6. A topic that fascinates me is _____
7. I love environments like _____
8. I volunteer / help with _____
9. I envy people who get to _____
10. In another life, I would have _____

GAPS

Write 1–2 sentences per prompt to describe gaps you move through every day at **work, home, healthcare, online**, and in your **community**. Be concrete: what’s happening, who it affects, and where it shows up. Avoid broad descriptors like “the economy” or “people are lazy”. Stay focused on specific friction.

1. Something that should be simple but isn’t is...
2. A problem I see over and over is...
3. The part everyone complains about is...
4. Most people end up doing ____ the hard way because...
5. I wish there were an easier way to...

OBSERVATIONS

This is the scratchpad for your “curious observer” period. Jot down anything that pops up: ideas, patterns, complaints you overhear (friends, coworkers, reviews) and yes...random flashes and shower thoughts. Do not evaluate or analyze. Messy is fine.

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IDEA GENERATION

Now the fun part! Visit the Idea Seed Generator at EntrepreneurialEndgame.com/ideaseeds and press the GENERATE button up to FIVE TIMES. Record your results here.

Example: S - 5 I - 8 G - 2

ROUND 1

S _____ I _____ G _____

S _____ I _____

G _____ I _____

S _____ G _____

ROUND 2

S _____ I _____ G _____

S _____ I _____

G _____ I _____

S _____ G _____

IDEA GENERATION (CONT'D.)

ROUND 3

S_____ I_____ G_____

S_____ I_____

G_____ I_____

S_____ G_____

ROUND 4

S_____ I_____ G_____

S_____ I_____

G_____ I_____

S_____ G_____

ROUND 5

S_____ I_____ G_____

S_____ I_____

G_____ I_____

S_____ G_____

IDEA SEEDS

Now it's time to translate your codes into **Idea Seeds**. Here is where you'll "fill in the blanks" and see if anything jumps out at you. Most combinations will be weird. That's normal. After you translate the codes, make one quick call: **KEEP** if *anything* in the round feels worth a second look (a combo or a pairing) or **SKIP** if *nothing* sparks and you'd rather move on. You're not judging whether it's a business idea yet – just whether it's worth revisiting later.

Example:

S 5 = Calm (evident in how I handle emergency situations)

I 8 = Perfumery

G 2 = Nobody knows their neighbors anymore

KEEP

SKIP

You can revisit your OBSERVATIONS scratch pad to check if there's any overlap between your notes and any of the idea seeds you've generated.

ROUND 1 - IDEA SEEDS

S = _____

I = _____

G = _____

KEEP SKIP

S = _____

I = _____

KEEP SKIP

G = _____

I = _____

KEEP SKIP

S = _____

G = _____

KEEP SKIP

ANY OVERLAP WITH YOUR OBSERVATIONS?

ROUND 2 - IDEA SEEDS

S = _____

I = _____

G = _____

KEEP SKIP

S = _____

I = _____

KEEP SKIP

G = _____

I = _____

KEEP SKIP

S = _____

G = _____

KEEP SKIP

ANY OVERLAP WITH YOUR OBSERVATIONS?

ROUND 3 - IDEA SEEDS

S = _____

I = _____

G = _____

KEEP SKIP

S = _____

I = _____

KEEP SKIP

G = _____

I = _____

KEEP SKIP

S = _____

G = _____

KEEP SKIP

ANY OVERLAP WITH YOUR OBSERVATIONS?

ROUND 4 - IDEA SEEDS

S = _____

I = _____

G = _____

KEEP SKIP

S = _____

I = _____

KEEP SKIP

G = _____

I = _____

KEEP SKIP

S = _____

G = _____

KEEP SKIP

ANY OVERLAP WITH YOUR OBSERVATIONS?

ROUND 5 - IDEA SEEDS

S = _____

I = _____

G = _____

KEEP SKIP

S = _____

I = _____

KEEP SKIP

G = _____

I = _____

KEEP SKIP

S = _____

G = _____

KEEP SKIP

ANY OVERLAP WITH YOUR OBSERVATIONS?

SHORT LISTING

Review the idea seeds you chose to **KEEP**. If you have fewer than 3, go back to the generator and run 5 more rounds (20 more idea seeds), or update your Strengths, Interests, and Gaps lists with new answers and run it again.

But if you have at least 3 idea seeds you chose to keep, list your Top 3–5 idea seeds below in the order you want to work on them first.

RANK	IDEA SEED

WHAT'S NEXT?

You've completed the Entrepreneurial Endgame Discovery Kit.

You've identified

- **STRENGTHS**
- **INTERESTS**
- **MARKET GAPS**

And you've even generated some Idea Seeds.

But finding ideas is only the beginning. The next step is learning how to evaluate, prioritize, and confidently choose the ideas worth pursuing.

Join an upcoming Entrepreneurial Endgame workshop where you'll learn how to stress-test your ideas using the Entrepreneurial Endgame Decision Framework and how to move your most promising ideas through critical steps and toward implementation.

View Upcoming Workshops

EntrepreneurialEndgame.com