



Heart of Gold Big Idea Worksheet

Step 1: Dream It

Name your 3 favorite hobbies or activities:

1. _____
2. _____
3. _____

If you had \$1 million dollars to start a business, what would you create?

Who would you be an apprentice to if you could?

What do you most wish you could make money doing?

Step 2: Brainstorm It

What themes emerged in Step 1? Write down 1-3:

1. _____
2. _____
3. _____

Brainstorm 5 venture ideas for each theme or area of interest:

Theme 1: _____

- Venture Ideas:
1. _____
 2. _____
 3. _____

4. _____
5. _____

Theme 2: _____

- Venture Ideas:
1. _____
 2. _____
 3. _____
 4. _____
 5. _____

Theme 3: _____

- Venture Ideas:
1. _____
 2. _____
 3. _____
 4. _____
 5. _____

Step 3: Hone In On it

Write down the 3 “stickiest” ideas you listed in Step 2:

1. _____
2. _____
3. _____

Rate each idea on a scale of 1-10 in terms of how excited it makes you feel:

1. _____ Rating: _____
2. _____ Rating: _____
3. _____ Rating: _____

Which idea rated the highest?
