



FREE STARTER · AN ARDENT WORKSHOP TOOL

Franchise Starter Scorecard

Score two franchise or business opportunities across five of the things that matter most. Give each criterion a weight (how much it matters to you — they should add up to 100), rate each opportunity 1–5 (for a cost, a lower cost earns a higher rating), multiply and add, then divide by 100. The higher weighted score is the stronger overall fit — not just the biggest number on the brochure.

Criterion	Weight	Option A (1–5)	A × wt	Option B (1–5)	B × wt
Total investment	20				
Projected ROI & payback	25				
Franchisor support & training	20				
Brand strength & demand	20				
Lock-in & exit flexibility	15				
Total	100				

Weighted score = total ÷ 100

Want more than two opportunities?

The full Franchise Decision Helper compares up to four opportunities across eight criteria you choose, computes each one's ROI and payback, ranks them, and is yours to keep — a 7-tab workbook (Excel, Google Sheets, LibreOffice) plus three guides, including a due-diligence checklist. Or try the free web scorer first.

A decision aid, not financial, legal, tax, investment, or franchise advice. A franchise is a major purchase — read the FDD and consult an attorney and accountant. Free to use; please don't resell.

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