

Instructions

Using the Template overtype as best you can with the rationale for Potential and Challenge - be as creative as you wish - these are good guidelines to follow

If you have a few opportunities that you are considering - then do a template for each. The whole point of this exercise is to evaluate which you might pursue

Copy & Paste the coloured legend circles next to the Potential / Challenge headings,
e.g. Market Volume =  Med

POTENTIAL

COMPELLING REASONS TO BUY

- Overtyp e.g. compelling reason like pain
- Overtyp e.g. inferior/no alternative
- Overtyp e.g. compelling reason like desire
- Overtyp e.g. compelling reason like market changes

MARKET VOLUME

- Overtyp e.g. why reason for market size
- Overtyp e.g. why reason for market growth
- Overtyp e.g. why factors working in your favour

ECONOMIC VIABILITY

- Overtyp e.g. margin expectations, etc.
- Overtyp e.g. customer ability to pay
- Overtyp e.g. customer loyalty
- Overtyp e.g. price potential

CHALLENGE

IMPLEMENTATION / OPERATIONAL OBSTACLES

- Overtyp e.g. product development / building it
- Overtyp e.g. sales & distribution / getting to market
- Overtyp e.g. funding it / startup cost
- Overtyp e.g. doing it / people / skills / experience

TIME TO REVENUE

- Overtyp e.g. product development time
- Overtyp e.g. expected product market fit
- Overtyp e.g. length of sale cycle
- Overtyp e.g. complexity of buying cycle / uneducated buyers

EXTERNAL RISKS

- Overtyp e.g. Competitor threat / reactions.
- Overtyp e.g. Channel partners or 3rd party dependencies
- Overtyp e.g. Regulation or approvals needed
- Overtyp e.g. Barriers to adoption

● Low ● Med ● High ● Super High