

Use this worksheet for every market opportunity you would like to evaluate.



Market Opportunity:

## POTENTIAL



LOW	MID	HIGH	SUPER HIGH
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### COMPELLING REASON TO BUY

Unmet need  
Effective solution  
Better than current solutions



LOW	MID	HIGH	SUPER HIGH
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### MARKET VOLUME

Current market size  
Expected growth



LOW	MID	HIGH	SUPER HIGH
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### ECONOMIC VIABILITY

Margins (value vs. cost)  
Customers' ability to pay  
Customer stickiness

## CHALLENGE



LOW	MID	HIGH	SUPER HIGH
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### IMPLEMENTATION OBSTACLES

Product development difficulties  
Sales and distribution difficulties  
Funding challenges



LOW	MID	HIGH	SUPER HIGH
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### TIME TO REVENUE

Development time  
Time between product and market readiness  
Length of sale cycle



LOW	MID	HIGH	SUPER HIGH
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### EXTERNAL RISKS

Competitive threat  
3rd party dependencies  
Barriers to adoption

## OVERALL POTENTIAL

LOW	MID	HIGH	SUPER HIGH
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## OVERALL CHALLENGE

LOW	MID	HIGH	SUPER HIGH
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Use the overall ratings to situate each market opportunity on the Attractiveness Map.