

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



## Market Opportunity:

### POTENTIAL



#### COMPELLING REASON TO BUY

- Unmet need
- Effective solution
- Better than current solutions



#### MARKET VOLUME

- Current market size
- Expected growth



#### ECONOMIC VIABILITY

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

### CHALLENGE



#### IMPLEMENTATION OBSTACLES

- Product development difficulties
- Sales and distribution difficulties
- Funding challenges



#### TIME TO REVENUE

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



#### EXTERNAL RISKS

- Competitive threat
- 3rd party dependencies
- Barriers to adoption

### OVERALL POTENTIAL



### OVERALL CHALLENGE

