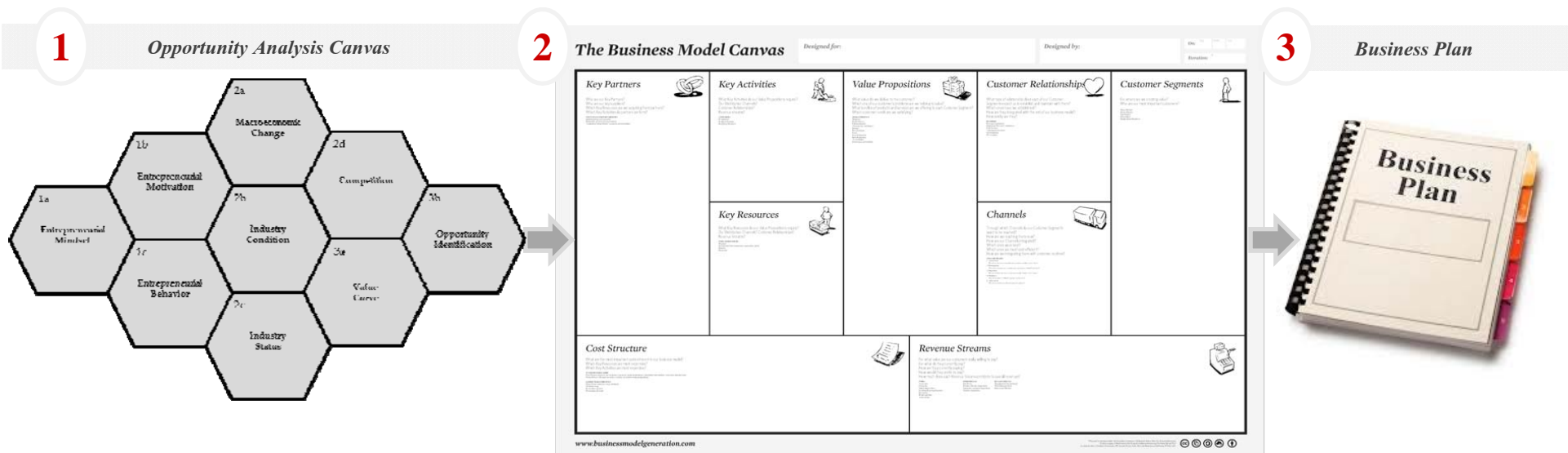


The Opportunity Analysis Canvas

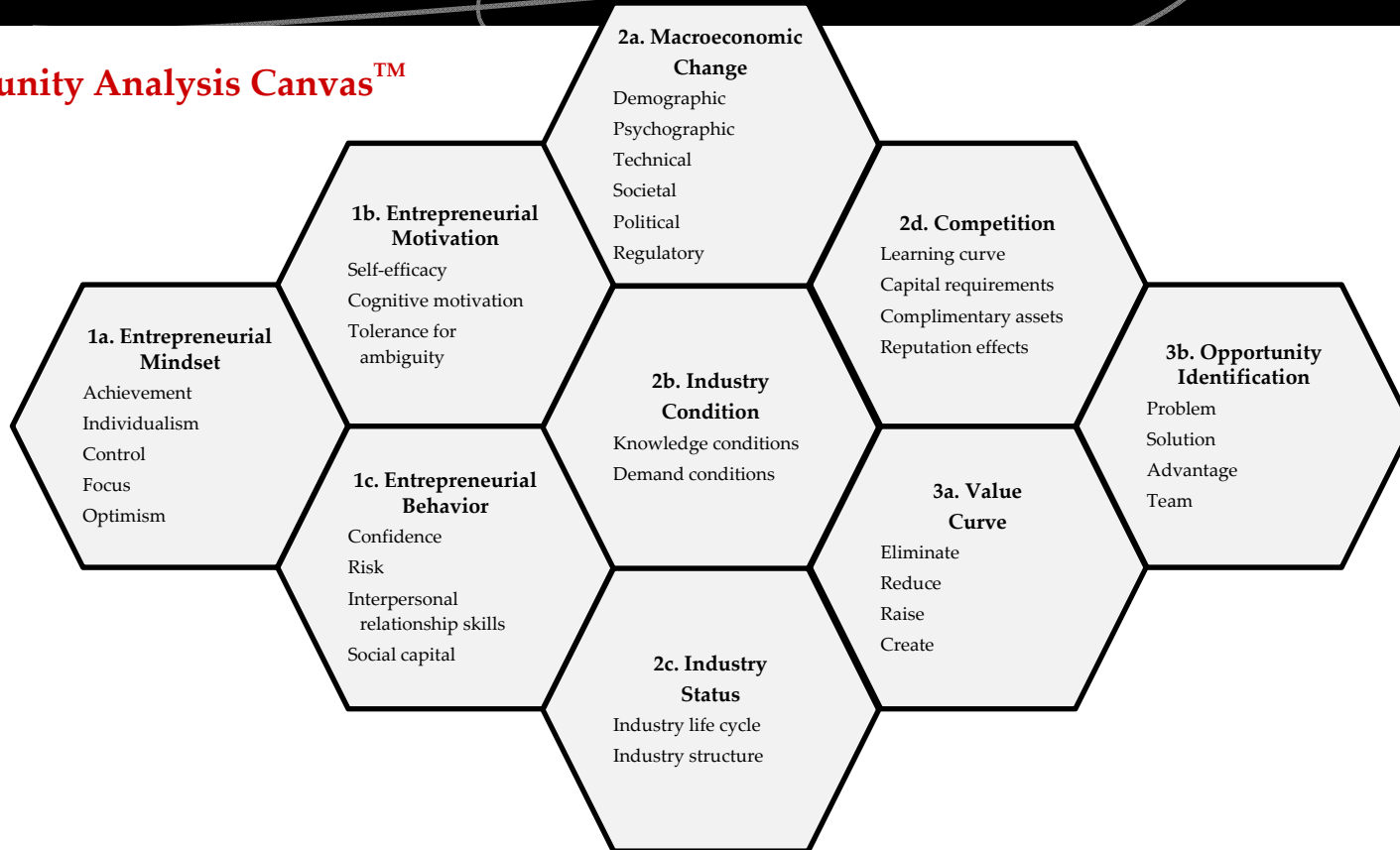
The Opportunity Analysis Canvas

- Goal of developing students'
 - entrepreneurial mindset and
 - opportunity analysis skill set to
 - identify entrepreneurial opportunities

Where does the Opportunity Analysis Canvas fit within business *models* and *plans*?



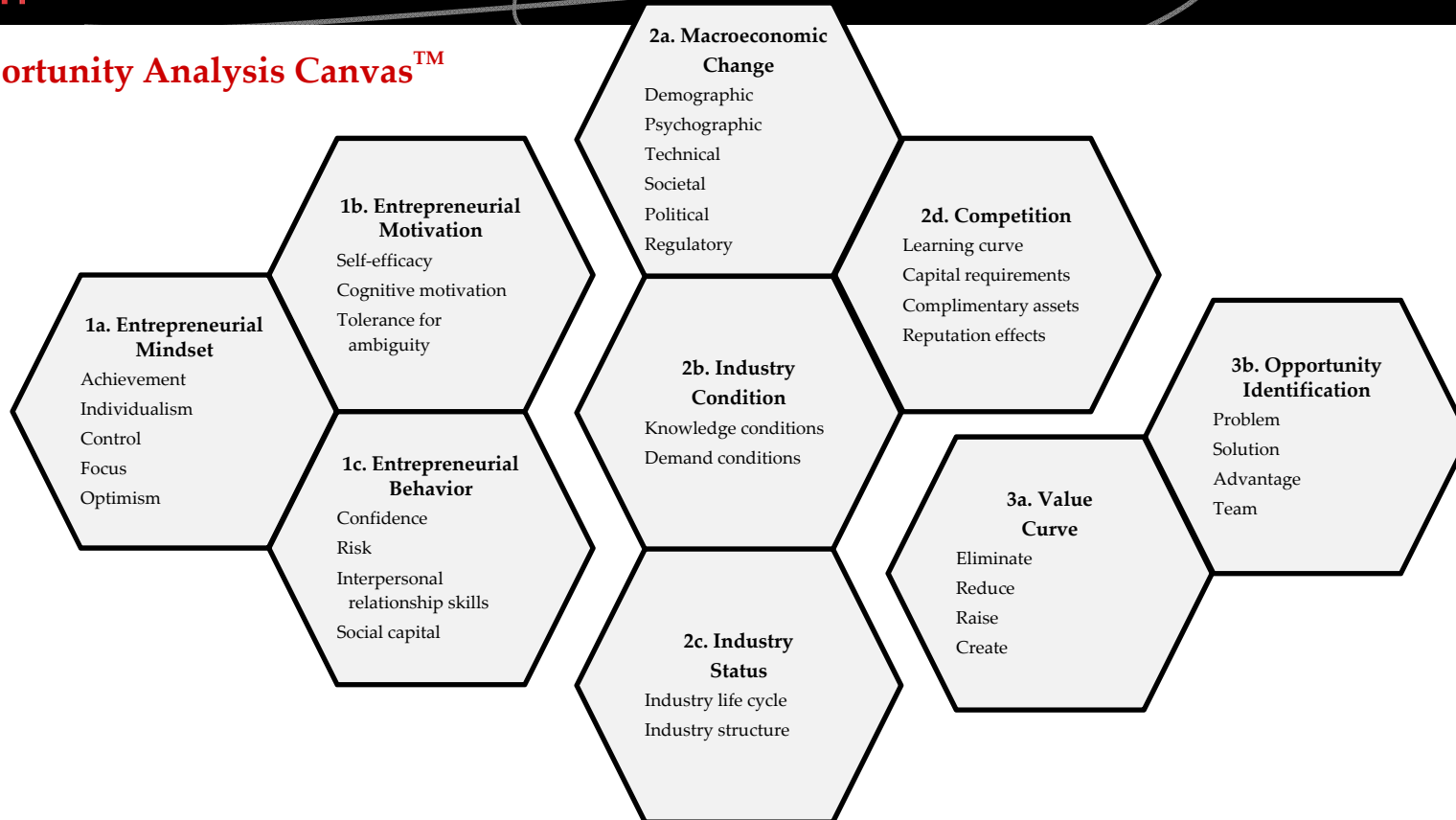
The Opportunity Analysis Canvas™



The Opportunity Analysis Canvas is segmented into three categories.

Thinking Entrepreneurially	Seeing Entrepreneurially	Acting Entrepreneurially
Entrepreneurial Mindset	Macroeconomic Changes	Value Curve
Entrepreneurial Motivation	Industry Conditions	Opportunity Identification
Entrepreneurial Behaviors	Industry Status	
	Competition	

The Opportunity Analysis Canvas™



Summary

1. Business models take shape after an *idea* is conceived.
2. Without the *idea* itself, no business model nor customer discovery can begin.
3. It is this first step, the *idea* generation step, that the Opportunity Analysis Canvas fulfills as an innovative tool for identifying and analyzing entrepreneurial ideas.