

## Metrics

### Maturity Stage

The Maturity Stage metric is a numerical indicator used to assess the developmental phase of a project, ranging from the introduction stage (0.0) to the growth stage (0.5) to the maturity stage (1.0). Here's a breakdown of the metric at each decile:

Introduction Stage (0.0-0.1): The project is in its initial phase, just introduced to the market or organization. It is characterized by low awareness, limited user base, and a high degree of uncertainty.

Early Introduction (0.1-0.2): The project is gaining some traction but is still in the early stages. It might be attracting initial users, but widespread adoption and market impact are limited.

Building Momentum (0.2-0.3): The project is progressing, and there is a growing interest or user base. However, it has not reached a critical mass or achieved significant market penetration.

Transition to Growth (0.3-0.4): The project is transitioning from the introductory phase to the growth phase. There is a noticeable increase in adoption, and the project is starting to gain momentum in the market.

Early Growth (0.4-0.5): The project is experiencing substantial growth, with an expanding user base and increasing market share. It is making its mark and gaining recognition in its respective domain.

Rapid Growth (0.5-0.6): The project is in a phase of rapid growth, achieving widespread adoption and making a significant impact on the market. This stage is characterized by accelerated expansion.

Peak Growth (0.6-0.7): The project has reached its peak growth phase, with a large and established user base. It is a dominant player in the market, and further growth may stabilize.

Transition to Maturity (0.7-0.8): The project is transitioning from the growth phase to the maturity phase. While growth may continue, it is at a more moderate pace, and the project is becoming a stable presence in the market.

Stable Maturity (0.8-0.9): The project has entered the maturity stage. Growth is stable, and the project has established itself as a reliable and well-adopted solution in the market.

Full Maturity (0.9-1.0): The project has reached full maturity. It is a well-established and widely accepted solution with a mature user base. Market dynamics are stable, and the project is a key player in its industry.

### Market Potential

The Market Potential metric is a numerical representation used to evaluate the size of the market for a project, ranging from poor (0) to moderate (0.5) to great (1).

Here's a detailed breakdown at each decile:

Poor Market Potential (0.0-0.1): The project operates in a market with limited demand and growth prospects. The potential for market expansion is low, and the project may face challenges in gaining traction.

Very Low Market Potential (0.1-0.2): The market potential for the project is minimal. There may be niche interest, but overall demand is limited, hindering the project's growth and success.

Low Market Potential (0.2-0.3): The project is in a market with below-average potential. While there may be some demand, it is not sufficient for significant growth, and the project may struggle to capture market share.

Below Average Market Potential (0.3-0.4): The market potential is below the industry average. The project may find moderate success, but there are limitations to its growth due to a relatively small market size.

Moderate Market Potential (0.4-0.5): The project operates in a market with a moderate potential for growth. There is a decent level of demand, providing opportunities for the project to capture market share and expand.

Average Market Potential (0.5-0.6): The market potential for the project is at an industry-average level. While there may be competition, there is also a significant market size that the project can tap into for sustainable growth.

Above Average Market Potential (0.6-0.7): The project operates in a market with above-average potential. There is a substantial demand, and the project has opportunities to outperform competitors and achieve notable success.

High Market Potential (0.7-0.8): The market potential for the project is high, indicating strong demand and growth prospects. The project has favorable conditions for capturing market share and achieving significant success.

Very High Market Potential (0.8-0.9): The project operates in a market with very high potential. Demand is robust, and there are ample opportunities for the project to excel, gain a substantial market presence, and thrive.

Great Market Potential (0.9-1.0): The market potential for the project is exceptional. There is a vast and dynamic market with significant demand, providing optimal conditions for the project to become a market leader and achieve outstanding success.

## **Feasibility**

The Feasibility metric is a numerical indicator used to assess the likelihood of a project succeeding, ranging from low (0.0) to moderate (0.5) to great (1.0). Here's a detailed breakdown at each decile:

Poor Feasibility (0.0-0.1): The project has a low likelihood of success. There are significant challenges and obstacles that may hinder its progress, making it impractical or difficult to achieve the desired outcomes.

Very Low Feasibility (0.1-0.2): The feasibility of the project is very low. Numerous critical factors suggest that the project is not likely to succeed without substantial modifications or adjustments.

**Low Feasibility (0.2-0.3):** The project faces low feasibility, indicating notable challenges and potential roadblocks. Success is possible, but it requires careful consideration of obstacles and strategic adjustments.

**Below Average Feasibility (0.3-0.4):** Feasibility is below the average threshold. The project may encounter difficulties, but with proper planning and adjustments, there is a reasonable chance of achieving success.

**Moderate Feasibility (0.4-0.5):** The project has moderate feasibility. While there may be some challenges, overall conditions are reasonable, and success is attainable with effective planning and execution.

**Average Feasibility (0.5-0.6):** The project's feasibility is at an industry-average level. It faces typical challenges, but with sound planning and execution, the project has a fair chance of succeeding.

**Above Average Feasibility (0.6-0.7):** The project has above-average feasibility. Conditions are favorable, and there are positive indicators suggesting a higher likelihood of success compared to industry norms.

**High Feasibility (0.7-0.8):** Feasibility is high, indicating favorable conditions and a strong likelihood of project success. The project is well-positioned to overcome challenges and achieve its objectives.

**Very High Feasibility (0.8-0.9):** The project boasts very high feasibility. Conditions are exceptionally favorable, and there is a high confidence level in the project's ability to succeed with minimal obstacles.

**Great Feasibility (0.9-1.0):** The feasibility of the project is outstanding. All indicators suggest a high likelihood of success, with optimal conditions for the project to excel and achieve its goals without significant impediments.

## **Scalability**

The Scalability metric is a numerical indicator used to assess the ability of the project to perform well under an increasing or expanding workload, ranging from poor (0.0) to moderate (0.5) to great (1.0). Here's a detailed breakdown at each decile:

**Poor Scalability (0.0-0.1):** The project exhibits poor scalability, indicating that it struggles to handle an increasing or expanding workload. As demands grow, the project's performance may deteriorate significantly.

**Very Low Scalability (0.1-0.2):** Scalability is very low, suggesting that the project's performance degrades rapidly when faced with an expanding workload. It requires substantial improvements to handle increased demands effectively.

**Low Scalability (0.2-0.3):** The project has low scalability, facing challenges in efficiently managing a growing workload. It may require optimizations or enhancements to better adapt to increased demands.

**Below Average Scalability (0.3-0.4):** Scalability is below average, indicating that the project may struggle to handle a substantial increase in workload. It needs improvements to ensure a smoother performance under increased demands.

**Moderate Scalability (0.4-0.5):** The project exhibits moderate scalability. While it can handle some level of increased workload, there is room for improvement to ensure more efficient performance as demands grow.

**Average Scalability (0.5-0.6):** Scalability is at an industry-average level. The project can handle increased workload reasonably well, but there is room for optimization to ensure better performance under higher demands.

**Above Average Scalability (0.6-0.7):** The project demonstrates above-average scalability. It can efficiently handle a growing workload, with performance improvements likely needed to accommodate higher demands in the future.

**High Scalability (0.7-0.8):** Scalability is high, indicating that the project performs well under an increasing workload. It can handle substantial growth efficiently, showcasing robust adaptability to changing demands.

**Very High Scalability (0.8-0.9):** The project boasts very high scalability, excelling in efficiently managing a significantly increased workload. It demonstrates a strong capacity to adapt and perform well under varying demands.

**Exceptional Scalability (0.9-1.0):** Scalability is exceptional, suggesting that the project can handle an extensive and rapidly growing workload with ease. It excels in adaptability and performance under varying levels of demand.

### **Viability Score**

The viability score is a numerical indicator that assesses the overall viability of a project. It is calculated by taking the average of all the metrics.