Opportunity Mapping Prerequisites

- Strong theoretical framework - opportunity for who?

- Strong indicator framework - what is measurable?

- Robust methodology - how to interpret exposure to statistical and geographic unevenness?

- Skillful reporting - how to tell a story simultaneously about places and people?

Opportunity Mapping Challenges

- Will normative conceptualizations of opportunity mask relevant group-specific needs?
  - Can we develop population archetypes with different theoretical conceptualizations of opportunity?
  - What about weighting indicators?
- Are indicators valid proxies for what we truly want to measure?
- Do others understand the limits of the opportunity mapping methodology?
- How do we move these analyses beyond reporting? What action should emerge from the maps?