

M4 - Opportunity Identification and Ethics



Opportunity Fundamentals

- Great opportunities are often disguised as *difficult problems*
- Potential to create significant *value for the customer*
- *Customer's pain* → source for entrepreneur's *value creation*
- New *technology* *may or may not* be a biz opportunity
- Shift/changes in regulatory *policy* can be an opportunity
- *Serendipity* (chance) can throw up opportunities 😊

Attractive Opportunity -> TIPSC

- Timing
- Important to customer
- Profitable
- Solvable
- Context: Industry, market regulations etc are understood

Value = [n(customers) x freq x willingness(pay)] / level of satisfaction