Opportunity Identification Template

This template is designed to identify opportunities based on a completed competitive analysis. Use this template as a starting point to structure your findings and develop actionable insights.

Identify specific opportunities based on the competitive analysis and gaps identified amongst your competitors.

|  |  |  |
| --- | --- | --- |
| **Competitor** | **Gaps Identified** | **Opportunity** |
| Company 1 |  |  |
| Company 2 |  |  |
| Company 3 |  |  |
| Company 4 |  |  |

For your top 3 opportunities, provide a description and rationale.

## Opportunity 1

* **Description:** Provide a detailed explanation of the opportunity.
* **Rationale:** Explain why this is an opportunity based on the competitive analysis findings. Reference specific data points or observations from the analysis.
* **Potential Impact:** Describe the potential benefits of pursuing this opportunity.
* **Challenges:** Identify any potential challenges or risks associated with this opportunity.

## Opportunity 2

* **Description:** Provide a detailed explanation of the opportunity.
* **Rationale:** Explain why this is an opportunity based on the competitive analysis findings. Reference specific data points or observations from the analysis.
* **Potential Impact:** Describe the potential benefits of pursuing this opportunity.
* **Challenges:** Identify any potential challenges or risks associated with this opportunity.

## Opportunity 3

* **Description:** Provide a detailed explanation of the opportunity.
* **Rationale:** Explain why this is an opportunity based on the competitive analysis findings. Reference specific data points or observations from the analysis.
* **Potential Impact:** Describe the potential benefits of pursuing this opportunity.
* **Challenges:** Identify any potential challenges or risks associated with this opportunity.

# Evaluation

Prioritize the identified opportunities based on potential impact and feasibility.

| Opportunity | Potential Impact | Feasibility | Priority |
| --- | --- | --- | --- |
| Opportunity 1 |  |  |  |
| Opportunity 2 |  |  |  |
| Opportunity 3 |  |  |  |