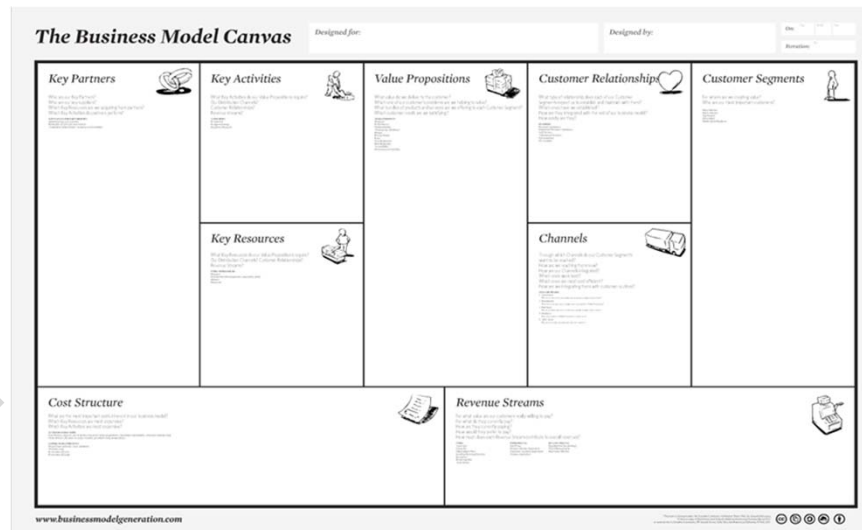


The Opportunity Analysis Canvas

The Opportunity Analysis Canvas

- Goal of developing students’
 - *entrepreneurial mindset* and
 - *opportunity analysis skill set* to
 - *identify entrepreneurial opportunities*
- Textbook
 - “The Opportunity Analysis Canvas”
 - Available at www.opportunityanalysiscanvas.com as a \$4.99 ebook

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



The Opportunity Analysis Canvas is segmented into three categories.

Thinking Entrepreneurially

Entrepreneurial Mindset

Entrepreneurial Motivation

Entrepreneurial Behaviors

The Opportunity Analysis Canvas™

ENTREPRENEURIAL MINDSET Achievement Individualism Control Focus Optimism		ENTREPRENEURIAL MOTIVATION Self-efficacy Cognitive motivation Tolerance for ambiguity		ENTREPRENEURIAL BEHAVIORS Confidence Risk Interpersonal relationship skills Social capital	
MACROECONOMIC CHANGES Demographic Psychographic Technical Societal Political Regulatory	INDUSTRY CONDITIONS Knowledge conditions Demand conditions		COMPETITION Learning curve Capital requirements Complimentary assets Reputation effects		OPPORTUNITY IDENTIFICATION Problem Solution Advantage Team
	INDUSTRY STATUS Industry life cycle Industry structure		VALUE CURVE Eliminate Reduce Raise Create		



Our course plan integrates mindset + action through 6 segments



Summary

- Opportunity Analysis Canvas is a tool for identifying and evaluating new venture opportunities
 - Structured into nine phases for thinking, seeing, and acting entrepreneurially
- For next time, Ch. 1 of “The Opportunity Analysis Canvas”
 - Available at www.opportunityanalysiscanvas.com

The Opportunity Analysis Canvas™

(1) ENTREPRENEURIAL MINDSET		(2) ENTREPRENEURIAL MOTIVATION		(3) ENTREPRENEURIAL BEHAVIORS	
(4) MACROECONOMIC CHANGES	(5) INDUSTRY CONDITIONS		(7) COMPETITION		(9) OPPORTUNITY IDENTIFICATION
	(6) INDUSTRY STATUS		(8) VALUE CURVE		