**Opportunity assessment (10 questions)**

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1. Exactly what problem will this solve? (value proposition)

Value for seller:

Value for buyer:

1. Whom do we solve that problem for? (target market)
2. How will we measure success (business metrics)

Within 3 months after launch, we intend to:

1. What alternatives are out there? (competitive landscape)
2. Why we are best suited to pursue this? (our differentiator)

Your competitive advantage.

1. Why now? (market window)

Idea may be ahead of time. (like youtube in 1999 when hdds were expensive)

1. How will we deploy this? (gentle deployment strategy)

System/technology/design considerations

1. What is the preliminary estimated cost? (small/medium/large)

Development cost

Operational cost

Marketing cost

1. What factors are critical to success? (solution requirements)
2. Given the above, what’s the recommendation?

Go – no go decision

**Minimum viable idea**

Prototyping, smallest version of idea that you can test and get meaningful result.

Make sure assumptions are valid

Don’t build anything yet

**Minimum Viable Product**

If you are not embarrassed by your first release, you waited too long to ship.

Release early, release often.