

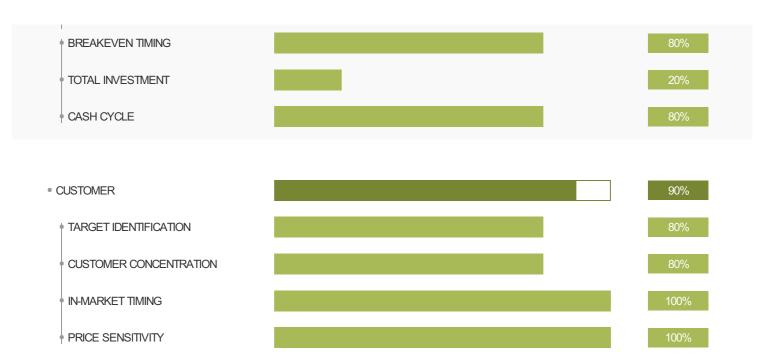
Opportunity Analysis July 1, 2014



Congratulations! Your Analysis Is Complete.

Below is the summary of your results.

70% Summary - Overall Opportunity Score Analysis Score **Needs Improvement** Excellent Percent • OVERALL OPPORTUNITY 70% INDUSTRY / MARKET ADDRESSABLE MARKET ORGANIC GROWTH TECHNOLOGICAL CHANGE SEASONALITY REGULATORY ENVIRONMENT OTHER MACRO TRENDS SUPPLIER CONCENTRATION SUPPLIER SWITCHING COSTS COMPETITOR CONCENTRATION COMPETITIVE RIVALRY • PRODUCT/ SERVICES 85% UNMET NEEDS IDENTIFICATION CONCEPT RISK DEVELOPMENT TIME FRAME TECHNOLOGY LEVERAGE FINANCIAL FIXED ASSET INVESTMENT



Pickle Me Timbers

ORGANIC GROWTH SCORE

INDUST	RY / MARKET: Organic Growth
©	Key Principle
	Definition
	The rate of annual growth of the addressable market. (There are other methods of growing your business, such as market share growth and acquisition growth, but for purposes of analyzing the market, we should stick with the "organic" growth of the industry itself rather than different ways we can grow compared to our competitors.)
 ≈	Why This Matters
	The higher your organic growth, the better the opportunity. The faster the market grows, the easier it will be for you to grow your
ANSWE	R
Ve	ery low annual organic growth (<0%)
Lo	w annual organic growth (0-5%)
✓ M	oderate annual organic growth (5 – 10%)
High	gh annual organic growth (10 – 25%)
Ve	ery high annual organic growth (>25%)
X ²	Show Your Work (shared)
	How You Answered
Needs In	nprovement Excellent Percentile
OPPORTU	NITY SCORE 70%
NDUSTRY	/ MARKET ANALYSIS SCORE
	80%

60%

INDUSTRY / MARKET: Seasonality Definition The extent to which the ability to produce a product or service or the ability to sell a product or service depends on the time of year or season. Why This Matters The less the seasonality, the better the opportunity. The less the seasonality, the more the potential for consistently higher asset ANSWER Very high seasonality (ability to produce or market demand < 3 months per year) High seasonality (ability to produce or market demand 3-6 months per year) Moderate seasonality (ability to produce or market demand 6-9 months per year) Low seasonality (ability to produce or market demand 9-12 months per year) Very low or no seasonality (ability to produce or market demand 12 months per year) Show Your Work (shared)

N I I	- u .			D (1)
Needs Improvement	Excellent			Percentile
OPPORTUNITY SCORE				
]	70%	
INDUSTRY / MARKET ANALYSIS SCORE				
]	60%	
SEASONALITY SCORE				
]	60%	

How You Answered

Percentile

Needs Improvement

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

REGULATORY ENVIRONMENT SCORE

Excellent

 Needs Improvement
 Excellent
 Percentile

 OPPORTUNITY SCORE
 70%

 INDUSTRY / MARKET ANALYSIS SCORE
 60%

 OTHER MACRO TRENDS SCORE
 60%

Needs Improvement Excellent Percentile OPPORTUNITY SCORE FINANCIAL ANALYSIS SCORE TOTAL INVESTMENT SCORE 20%

Percentile

Excellent

Needs Improvement
OPPORTUNITY SCORE

CASH CYCLE SCORE

FINANCIAL ANALYSIS SCORE

FINANCIAL: Breakeven Timing	
∇ Key Principle	
Definition	
The amount of time it takes for your opportunity to breakeven from the time you launch until your ne	et income is zero or positive.
Why This Matters	
The shorter the breakeven timing, the better the opportunity. The shorter the breakeven timing, the l	less the risk of business failure due
ANSWER	
Very long breakeven timing (> one year)	
Long breakeven timing (six months – one year)	
Moderate breakeven timing (three months – six months)	
Short breakeven timing (one month – three months)	
Very short breakeven timing (< one month)	
x² Show Your Work (shared)	
How You Answered	
Needs Improvement Excellent	Percentile
OPPORTUNITY SCORE	70%
FINANCIAL ANALYSIS SCORE	60%
BREAKEVEN TIMING SCORE	
	80%

INDUST	RY / MARKET: Addressable Market
©	Key Principle
	Definition
	The "addressable market" is size of the market that is likely to have an interest in what you have to offer. It is that portion of the market that you are ready, willing, and able to serve.
re	Why This Matters
	The larger your potential market, the better the opportunity. The larger the market, the easier it will be for you to enter the market and
ANSWE	R
V	ery small addressable market size (<\$5 million)
✓ S	mall addressable market size (\$5 million - \$25 million)
N	ledium addressable market size (\$25 million - \$100 million)
	arge addressable market size (\$100 million - \$1 billion)
	ery large addressable market size (>\$1 billion)
x²	Show Your Work (shared)
	How You Answered
Needs I	mprovement Excellent Percentile
OPPORTU	INITY SCORE 70%
INDUSTR	Y / MARKET ANALYSIS SOORE 60%

40%

ADDRESSABLE MARKET SCORE

NDOSTITI / MATRICIT. Technological change
Key Principle
Definition
The extent to which technology plays a major role in shaping the market conditions and the competitive landscape; where a new are exciting technology can cause large changes in market share shifting from one competitor to another.
™ Why This Matters
The lower the degree of technological change, the better the opportunity. The lower the degree of technological change, the less ris
ANSWER
Very high degree of technological change
✓ High degree of technological change
Moderate degree of technological change
Low degree of technological change
Very low degree of technological change
x ² Show Your Work (shared)
How You Answered
Needs Improvement Excellent Perce
DPPORTUNITY SCORE 70%
NDUSTRY / MARKET ANALYSIS SCORE
60%
TECHNOLOGICAL CHANGE SCORE 40%

NDUS	TRY / WARKET: Competitor Concentration				
©	Key Principle				
	Definition				
	The amount of market share concentrated among the largest competitors within an industry; an indication of the market power of the largest competitors.				
 ≈	Why This Matters				
	The less concentrated your potential market, the more "competitive" the industry, but the better the opportunity for a new entrant. The				
ANSW					
\ \ \	/ery high degree of competitor concentration (top 4 control >80% market share or largest controls >40% market share)				
✓ H	ligh degree of competitor concentration (top 4 control 50 – 80% market share or largest controls 25 - 40%)				
	/bderate degree of competitor concentration (top 4 control 25 - 50% market share or largest controls 15 - 25%)				
	Low degree of competitor concentration (top 4 control 10 - 25% market share or largest controls 5 - 15%)				
	/ery low degree of competitor concentration (top 4 are not identifiable or control <10% market share and the largest is not identifiable or controls <5% market share)				
x²	Show Your Work (shared)				
	How You Answered				
leeds	Improvement Excellent Percentile				
)PPORT	UNITY SCORE 70%				
NDUSTF	Y / MARKET ANALYSIS SCORE				
~\\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\	60%				
OIVIPEI	ITOR CONCENTRATION SCORE 40%				

How You Answered			
Needs Improvement	Excellent		Percentile
OPPORTUNITY SCORE		7	70%
FINANCIAL ANALYSIS SCORE		-	
FIXED ASSET INVESTIVENT SCORE			60%
			60%

70%

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

COMPETITIVE RIVALRY SCORE

8	Key Principle
	Definition
	The amount of supplier market share concentrated among the largest suppliers within an industry; an indication of the market power of the largest suppliers.
~	Why This Matters
	The less concentrated the suppliers in your potential market, the more "competitive" the suppliers and the better the opportunity. The
ANSV	
	Very high degree of supplier concentration (50% or more of the variable input costs are only available from a few suppliers each)
	ligh degree of supplier concentration (25 - 50% of the variable input costs are only available from a few suppliers each)
	Voderate degree of supplier concentration (10 - 25% of the variable input costs are only available from a few suppliers each)
	_ow degree of supplier concentration (5 - 10% of the variable input costs are only available from a few suppliers each)
	Very low degree of supplier concentration (all inputs are readily available from an abundance of suppliers)
	very low degree of supplier concentration (all imputs are readily available from an abundance of suppliers)
X ²	Show Your Work (shared)
	How You Answered
eeds	Improvement Excellent Percentil
PPORT	UNITY SCORE 70%
DI IOTT	RY / MARKET ANALYSIS SCORE
IDUS II	60%
	R CONCENTRATION SCORE

How You Answered			
Needs Improvement	Excellent		Percentile
OPPORTUNITY SCORE			70%
INDUSTRY / MARKET ANALYSIS SCORE			60%
SUPPLIER SWITCHING COSTS SCORE			100%

0	Key Principle
	Definition
	The ability to identify the target market's needs that are not currently being met or that are being under served by an existing product or service.
 	Why This Matters
	The greater your ability to identify unmet needs, the better the opportunity. The greater your ability to identify unmet needs, the more
ANSW	ER
	ery low ability to identify unmet needs
	ow ability to identify unmet needs
	/bderate ability to identify unmet needs
✓ F	figh ability to identify unmet needs
\ \ \	ery high ability to identify unmet needs
χ^2	Show Your Work (shared)
	How You Answered
Needs I	mprovement Excellent Percentile
OPPORT	UNITY SCORE 70%
PRODUC	T / SERVICES ANALYSIS SCORE 85%
	EEDS IDENTIFICATION SCORE
CHIVELIV	BLS IDENTIFICATION SCORE 80%

How You Answered		
Needs Improvement	Excellent	Percentile
OPPORTUNITY SCORE		70%
PRODUCT / SERVICES ANALYSIS SCORE		
		85%
CONCEPT RISK SCORE		80%
	<u> </u>	5078

8	Key Principle
	Definition
	Detilition
	The total time that it takes to bring your product to market or perfect your service so that your service is ready to take to market.
 ≈	Why This Matters
	The shorter the development time frame, the better the opportunity. The shorter the development time frame, the less the risk, the
ANSW	R.
V	ery long development time frames (>2 years)
	ong development time frames (1 - 2 years)
N	/bderate development time frames (6 months – 1 year)
	Short development time frames (3 months – 6 months)
	'ery short development time frames (<3 months)
V	ay short development une maries (<months)< td=""></months)<>
x²	Show Your Work (shared)
	How You Answered
Needs I	mprovement Excellent Percentile
OPPORTI	UNITY SCORE 70%
PRODUC	T / SERVICES ANALYSIS SCORE
	PVENT TIME FRAME SCORE
	100%

How You Answered			
Needs Improvement	Excellent		Percentile
OPPORTUNITY SCORE		 700/	
		70%	
PRODUCT / SERVICES ANALYSIS SCORE		85%	
TECHNOLOGY LEVERAGE SCORE			
		80%	

How You Answered						
Needs Improvement	Excellent					Percentile
OPPORTUNITY SCORE					70%	
OUSTOVER ANALYSIS SCORE					90%	
TARGET IDENTIFICATION SCORE				ı	80%	

COSTOWER: Customer Concentration
♀ Key Principle
Definition
The amount of market share concentrated among the largest customers within an industry; an indication of the market power of the largest customers.
≅ Why This Matters
The less concentrated the customers in your potential market, the more "competitive" the customers and the better the opportunity.
ANSWER
Very high degree of customer concentration (top 4 control >80% market share or largest controls >40% market share)
High degree of customer concentration (top 4 control 50 – 80% market share or largest controls 25 - 40%)
Moderate degree of customer concentration (top 4 control 25 - 50% market share or largest controls 15 - 25%)
Low degree of customer concentration (top 4 control 10 - 25% market share or largest controls 5 - 15%)
Very low degree of customer concentration (top 4 are not identifiable or control <10% market share and the largest is not identifiable or controls <5% market share)
x ² Show Your Work (shared)
How You Answered
Needs Improvement Excellent Percent
OPPORTUNITY SCORE 70%
DUSTOMER ANALYSIS SCORE
90%
CUSTOMER CONCENTRATION SCORE 80%

CUSTOMER: In-Market Timing Key Principle Definition The ability to identify the timeframe in which the customer prospect is most likely to make the buying decision regarding your product or service. **™** Why This Matters The higher the ability to identify the in-market timing, the better the opportunity. The higher the ability to identify the in-market timing, the ANSWER Very low ability to identify in-market timing Low ability to identify in-market timing Moderate ability to identify in-market timing High ability to identify in-market timing Very high ability to identify in-market timing \mathbf{x}^{2} Show Your Work (shared)

Needs Improvement	Excellent	Percentile
OPPORTUNITY SCORE		
		70%
CUSTOMER ANALYSIS SCORE		
		90%
IN-MARKET TIMING SCORE		
		100%

How You Answered

Needs Improvement	Excellent				Percentile
OPPORTUNITY SCORE					
				70%	
CUSTOMER ANALYSIS SCORE				90%	
PRICE SENSITIVITY SCORE					
				100%	

How You Answered



Smart Analysis. Smart Business.

OpportunityIQ.com