

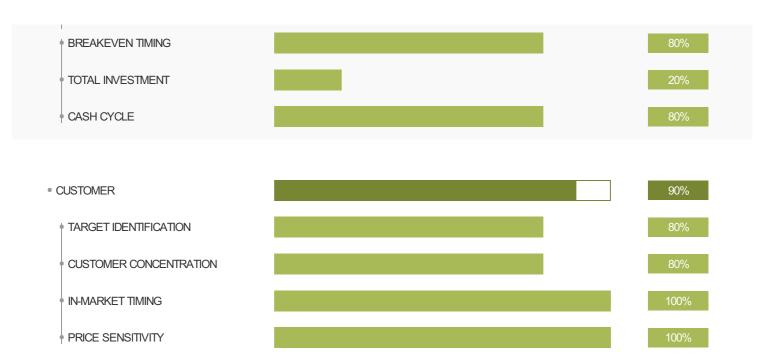
Opportunity Analysis July 1, 2014



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



ORGANIC GROWTH SCORE

INDUS	TRY / 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
ANSV	
	Very low annual organic growth (<0%)
	Low annual organic growth (0 – 5%)
✓	Moderate annual organic growth (5 – 10%)
	High annual organic growth (10 – 25%)
	Very high annual organic growth (>25%)
X ²	Show Your Work (shared)
	How You Answered
Needs	Improvement Excellent Percentile
OPPORT	UNITY SCORE 70%
INDUSTI	RY / MARKET ANALYSIS SCORE

60%

60%

Needs Improvement

OPPORTUNITY SCORE

SEASONALITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

Excellent

Excellent

Needs Improvement

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

REGULATORY ENVIRONMENT SCORE

Definition

The extent to which major trends in customer behavior or demographics play a critical role in shaping the market conditions and customer demand.

Why This Matters

These "macro trends" are major trends that tend to affect the entire industry and typically come in the form of trends in customer

ANSWER	
Very unfavorable macro trends (2 or 3 trends that negatively affect the target market)	
Unfavorable macro trends (1 trend that negatively affects the target market)	
Neutral macro trends (no identifiable trends that affect the target market)	
Favorable macro trends (1 trend that favorably affects the target market)	
Very favorable macro trends (2 or 3 trends that favorably affect the target market)	
x ² Show Your Work (shared)	
How You Answered	

Needs Improvement Excellent Percentile

OFFORTUNITY SCORE

TOW

INDUSTRY / MARKET ANALYSIS SCORE

OTHER MACRO TRENDS SCORE

60%

How You Answered

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

20%

FINANCIAL ANALYSIS SCORE

TOTAL INVESTMENT SCORE

How You Answered

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

G0%

CASH CYCLE SCORE

80%

Needs Improvement

OPPORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

BREAKEVEN TIMING SCORE

Excellent

INDUSTRY / MARKET ANALYSIS SCORE

ADDRESSABLE MARKET SCORE

INDUS	NDUSTRY / MARKET: Addressable Market	
8	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.	
 ≈	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	
ANSV	MER	
	Very small addressable market size (<\$5 million)	
	Small addressable market size (\$5 million - \$25 million)	
	Medium addressable market size (\$25 million - \$100 million)	
	Large addressable market size (\$100 million - \$1 billion)	
	Very large addressable market size (>\$1 billion)	
x ²	Show Your Work (shared)	
	How You Answered	
Needs	Improvement Excellent Percentile	
OPPORT	TUNITY SCORE	

70%

60%

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

TECHNOLOGICAL CHANGE SCORE

INDUS"	TRY / MARKET: Technological Change
Ŷ	Key Principle
	Definition
	The extent to which technology plays a major role in shaping the market conditions and the competitive landscape; where a new and 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 risk
ANSW	
	ery high degree of technological change
✓ F	igh degree of technological change
_ N	/bderate degree of technological change
	ow degree of technological change
	'ery low degree of technological change
x²	Show Your Work (shared)
	How You Answered
	mprovement Excellent Percentile

70%

60%

NDUS	STRY / MARKET: Competitor Concentration
Ŷ	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
ANSV	WER
	Very high degree of competitor concentration (top 4 control >80% market share or largest controls >40% market share)
~	High degree of competitor concentration (top 4 control 50 – 80% market share or largest controls 25 - 40%)
	Moderate 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%)
	Very 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)
\mathbf{x}^{2}	Show Your Work (shared)
	How You Answered
	Improvement Excellent Percentile TUNITY SCORE
<i>A</i> 1 OI (I	70%
DUSTI	RY / MARKET ANALYSIS SCORE 60%
OMPET	TITOR CONCENTRATION SCORE
	40%

Needs Improvement Excellent Percentile OPPORTUNITY SCORE FINANCIAL ANALYSIS SCORE FIXED ASSET INVESTMENT SCORE 60%

Excellent

Needs Improvement
OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

COMPETITIVE RIVALRY SCORE

INDUS	TRY / MARKET: Supplier Concentration
0	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
ANSW	
	ery high degree of supplier concentration (50% or more of the variable input costs are only available from a few suppliers each)
_ F	figh degree of supplier concentration (25 - 50% of the variable input costs are only available from a few suppliers each)
✓ N	/bderate 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 froma few suppliers each)
	/ery low degree of supplier concentration (all inputs are readily available from an abundance of suppliers)
x²	Show Your Work (shared)
=	How You Answered
Needs I	mprovement Excellent Percentile
OPPORTI	UNITY SCORE
INDUSTR	Y / MARKET ANALYSIS SOORE
SUPPLIFF	R CONCENTRATION SCORE
	60%

∇ Key Principle	
Definition	
The costs involved in switching from one supplier to another. The	e lower the switching costs, the better the opportunity.
™ Why This Matters	
The lower the switching costs, the easier it will be for you to nego	otiate favorable input costs for your product or service from among the
NSWER	
Very high supplier switching costs (>200% of total monthly supplier cost)	
High supplier switching costs (100% - 200% of total monthly supplier cost)	
Moderate supplier switching costs (50% - 100% of total monthly supplier cost)	
Low supplier switching costs (25% - 50% of total monthly supplier cost)	
✓ Very low supplier switching costs (<25% of total monthly supplier cost)	
,	
Show Your Work (shared)	
How You Answered	
eds Improvement Excellent	Percentil
PORTUNITY SCORE	70%
USTRY / MARKET ANALYSIS SCORE	
PLIER SWITCHING COSTS SCORE	60%
FLID VOVITA III VO COOTO DOUNE	100%

Ŷ	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
ANSWE	R
\bigcap V	ery low ability to identify unmet needs
	ow ability to identify unmet needs
	bderate ability to identify unmet needs
✓ H	igh ability to identify unmet needs
V	ery high ability to identify unmet needs
X ²	Show Your Work (shared)
	How You Answered
Needs Ir	mprovement Excellent Percentile
OPPORTU	NTY SCORE
	70%
KULUC	T/ SERVICES ANALYSIS SCORE 85%
JNMET N	EEDS IDENTIFICATION SCORE
	80%

PRODU	JCT / SERVICES: Concept Risk
©	Key Principle
	Definition
	The risk that the value proposition will not be easily understood, accepted and adopted by the potential customers.
I≈	Why This Matters
	The more difficult it is to articulate the value proposition, the more complex the product or service, the more unsophisticated the
ANSWE	
V	'ery high concept risk (new service/product + new pricing model + new to the industry)
Н	figh concept risk (new service/product + readily understood pricing + new to the industry)
_ N	bderate concept risk (readily understood service/product + new pricing model + new to industry)
✓ Lo	ow concept risk (readily understood service/product + readily understood pricing + new to industry)
V	'ery low concept risk (readily understood service/product + readily understood pricing + current industry participant)
x²	Show Your Work (shared)
	How You Answered
Needs Ir	mprovement Excellent Percentile
	NITY SCORE 70%
PRODUCT	T/ SERVICES ANALYSIS SCORE 85%
CONCEPT	FRISK SCORE 80%

PRODU	UCT / SERVICES: Development Time Frame	
©	Key Principle	
	Definition	
	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 shorter the development time frame, the less the risk, the shorter the development time frame.	ne
ANSWE	ER CONTROLLED TO THE	
V	/ery long development time frames (>2 years)	
L	ong development time frames (1 - 2 years)	
N	/bderate development time frames (6 months – 1 year)	
S	Short development time frames (3 months – 6 months)	
	/ery short development time frames (<3 months)	
V	rely short development differ traines (\times fibrillis)	
x²	Show Your Work (shared)	
	Have Var Anguage d	
Needs Ir	How You Answered mprovement Excellent P	ercentile
	UNITY SCORE	2100111110
	70%	
PRODUCT	TT / SERVICES ANALYSIS SCORE 85%	
DEVELOF	PWENT TIME FRAME SCORE 100%	

RODO	DET / SERVICES. Technology Leverage
8	Key Principle
	Definition
	The ability to use technology in order to automate a business process and reduce costs, increase productivity and/or increase quality.
 ≈	Why This Matters
	The greater the technology leverage, the better the opportunity. The greater the technology leverage, the better the chance to create a
ANSWE	R.
	ery low technology leverage (technology can reduce <5% of the typical cost structure)
L	ow technology leverage (technology can reduce 5 – 10% of the typical cost structure)
N	bderate technology leverage (technology can reduce 10 – 15% of the typical cost structure)
✓ H	igh technology leverage (technology can reduce 15 – 20% of the typical cost structure)
V	ery high technology leverage (technology can reduce >20% of the typical cost structure)
X ²	Show Your Work (shared)
Ħ	How You Answered
Needs Ir	mprovement Excellent Percentile
OPPORTU	UNITY SCORE 70%
RODUCT	T / SERVICES ANALYSIS SCORE
	85%
IEUHNOL	OGY LEVERAGE SCORE 80%

ANSWER Very low ability to identify targets (<10% of the addressable market at a cost of less than 1% of revenue) Low ability to identify targets (10% - 25% of the addressable market at a cost of less than 1% of revenue) Moderate ability to identify targets (25% - 50% of the addressable market at a cost of less than 1% of revenue) Very high ability to identify targets (50% - 75% of the addressable market at a cost of less than 1% of revenue) Very high ability to identify targets (-75% of the addressable market at a cost of less than 1% of revenue) X² Show Your Work (shared) How You Answered Needs Improvement Excellent Perce DHORIUNITY SOINE 70% DESTOMERANALYSIS SOINE 90%		DMER: Target identification
The ability to identify the name and contact information of those potential customers in your addressable market. Why This Matters The higher the ability to identify targets or customer prospects, the better the opportunity. The higher the ability to identify targets, the higher the ability to identify targets (10% of the addressable market at a cost of less than 1% of revenue) Low ability to identify targets (10% - 25% of the addressable market at a cost of less than 1% of revenue) Moderate ability to identify targets (25% - 55% of the addressable market at a cost of less than 1% of revenue) Very high ability to identify targets (50% - 75% of the addressable market at a cost of less than 1% of revenue) Very high ability to identify targets (775% of the addressable market at a cost of less than 1% of revenue) Very high ability to identify targets (775% of the addressable market at a cost of less than 1% of revenue) **Element Level Addressable market at a cost of less than 1% of revenue) **Province Check Improvement	8	Key Principle
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ANSWER Very low ability to identify targets (<10% of the addressable market at a cost of less than 1% of revenue) Low ability to identify targets (10% - 25% of the addressable market at a cost of less than 1% of revenue) Moderate ability to identify targets (25% - 50% of the addressable market at a cost of less than 1% of revenue) Very high ability to identify targets (50% - 75% of the addressable market at a cost of less than 1% of revenue) Very high ability to identify targets (-75% of the addressable market at a cost of less than 1% of revenue) X² Show Your Work (shared) ■ How You Answered Needs Improvement Excellent Perocomposition of Perocomposition (Perocomposition of Perocomposition (Perocomposition of Perocomposition (Perocomposition of Perocomposition of Perocomposition (Perocomposition (Perocomposition of Perocomposition (Perocomposition (Perocomposit	 ~	Why This Matters
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Moderate ability to identify targets (25% - 50% of the addressable market at a cost of less than 1% of revenue) ✓ High ability to identify targets (50% - 75% of the addressable market at a cost of less than 1% of revenue) ✓ Very high ability to identify targets (>75% of the addressable market at a cost of less than 1% of revenue) x² Show Your Work (shared) ✓ Show Your Work (shared) ✓ How You Answered Needs Improvement Excellent ✓ Perce OPPORTUNITY SOORE ✓ CUSTOMER ANALYSIS SOORE ✓ TARGET IDENTIFICATION SOORE	/	/ery low ability to identify targets (<10% of the addressable market at a cost of less than 1% of revenue)
High ability to identify targets (50% - 75% of the addressable market at a cost of less than 1% of revenue) Very high ability to identify targets (>75% of the addressable market at a cost of less than 1% of revenue) x² Show Your Work (shared) How You Answered Needs Improvement Excellent Perox COPPORTUNITY SCORE CUSTOMER ANALLYSIS SCORE 70% TARGET IDENTIFICATION SCORE		
Very high ability to identify targets (>75% of the addressable market at a cost of less than 1% of revenue) x² Show Your Work (shared) How You Answered Needs Improvement Excellent Perox CPFORTUNITY SCORE CUSTOMER ANALYSIS SCORE 90% TARGET IDENTIFICATION SCORE		
X2 Show Your Work (shared) How You Answered Needs Improvement Excellent Perce OPPORTUNITY SCORE TARGET IDENTIFICATION SCORE 90%		
How You Answered Needs Improvement Excellent Perox OPPORTUNITY SCORE TO% CUSTOMER ANALYSIS SCORE 90% TARGET IDENTIFICATION SCORE	() \	/ery high ability to identify targets (>75% of the addressable market at a cost of less than 1% of revenue)
Needs Improvement Excellent Perce OPPORTUNITY SCORE TARGET IDENTIFICATION SCORE Source 100 100 100 100 100 100 100 1	x ²	Show Your Work (shared)
Needs Improvement Excellent Perce OPPORTUNITY SCORE TARGET IDENTIFICATION SCORE Source 100 100 100 100 100 100 100 1		
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Needs Improvement Excellent Perce OPPORTUNITY SCORE TARGET IDENTIFICATION SCORE Source 100 100 100 100 100 100 100 1		
OPPORTUNITY SCORE 70% CUSTOMER ANALYSIS SCORE 1ARGET IDENTIFICATION SCORE		
CUSTOMER ANALYSIS SCORE 90% TARGET IDENTIFICATION SCORE		
TARGET IDENTIFICATION SCORE	O ISTON	
		90%
	TARGET	

CUSTOMER CONCENTRATION SCORE

CUSTOMER: 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%)	
	Woderate degree of customer concentration (top 4 control 25 - 50% market share or largest controls 15 - 25%)	
✓ I	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)	
x²	Show Your Work (shared)	
	How You Answered	
Needs	Improvement Excellent Percentile	
OPPORT	UNITY SCORE 70%	
CUSTOMER ANALYSIS SCORE		

90%

IN-MARKET TIMING SCORE

Ŷ	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	
ANSWE	R	
V	ery low ability to identify in-market timing	
	ow ability to identify in-market timing	
N	bderate ability to identify in-market timing	
Н	igh ability to identify in-market timing	
	ery high ability to identify in-market timing	
X ²	Show Your Work (shared)	
	Harry Very Agreement	
	How You Answered	
	mprovement Excellent Percentile	
OPPORTU	INITY SCORE 70%	
CLISTOMER ANALYSIS SOORE		

90%

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

CUSTOMER ANALYSIS SCORE

PRICE SENSITIVITY SCORE

100%



Smart Analysis. Smart Business.

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