Congratulations! Your Analysis Is Complete.

ummary - Overall Opportunity Sco	re		70%
Analysis Score	Needs Improvement	Excellent	Percent
OVERALL OPPORTUNITY			70%
■ INDUSTRY / MARKET			60%
ADDRESSABLE MARKET			40%
ORGANIC GROWTH			60%
TECHNOLOGICAL CHANGE			40%
SEASONALITY			60%
REGULATORY ENVIRONMENT			80%
OTHER MACRO TRENDS			60%
SUPPLIER CONCENTRATION			60%
SUPPLIER SWITCHING COSTS			100%
COMPETITOR CONCENTRATION COMPETITIVE RIVALRY			60%
Y COMPETITIVE RIVALRY			00%
• PRODUCT / SERVICES			85%
UNMET NEEDS IDENTIFICATION			80%
CONCEPT RISK			80%
DEVELOPMENT TIME FRAME			100%
TECHNOLOGY LEVERAGE			80%

FINANCIAL

FIXED ASSET INVESTMENT	60%
BREAKEVEN TIMING	80%
TOTAL INVESTMENT	20%
CASH CYCLE	80%



Pickle Me Timbers

INDUSTRY / MARKET: Organic Growth

♀ Key Pri	nciple
Definiti	ion
	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 Th	nis Matters
,	
	The higher your organic growth, the better the opportunity. The faster the market grows, the easier it will be for you to
ANSWER	
Very low annua	organic growth (<0%)
Low annual orga	anic growth (0 – 5%)
✓ Moderate annua	Il organic growth (5 – 10%)
	anic growth (10 – 25%)
	al organic growth (>25%)
x ² Show	Your Work (shared)
How'	You Answered
Needs Improvement	Excellent Percentile
OPPORTUNITY SCORE	70%
INDUSTRY / MARKET AN	
ORGANIC GROWTH SO:	

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

ANSWER Very high seasonality (ability to produce or market demand < 3 mor High seasonality (ability to produce or market demand 3 – 6 months Moderate seasonality (ability to produce or market demand 6 – 9 months Low seasonality (ability to produce or market demand 9 – 12 months	s per year) onths per year)	
Very low or no seasonality (ability to produce or market demand 12 x^2 Show Your Work (shared)	2 months per year)	
How You Answered		
Needs Improvement Excellent		 Percentile
OPPORTUNITY SCORE		70%
INDUSTRY / MARKET ANALYSIS SCORE		
SEASONALITY SCORE		60%

Low regulatory environment

Very low or no regulatory environment

x² Show Your Work (shared)

How You Answered

Needs Improvement Excellent Percentile

OPPORTUNTY SOCRE

60%

INDUSTRY / MARKET ANALYSIS SCORE

REGULATORY ENVIRONMENT SCORE

NDOOT	TAT / WARRET. Other Madro Trends
©	Key Principle
	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
ANSWER	
Ver	y unfavorable macro trends (2 or 3 trends that negatively affect the target market)
Unfa	avorable macro trends (1 trend that negatively affects the target market)
✓ Neu	tral macro trends (no identifiable trends that affect the target market)
Fav	orable macro trends (1 trend that favorably affects the target market)
Ver	y favorable macro trends (2 or 3 trends that favorably affect the target market)
x ²	Show Your Work (shared)
	How You Answered
	provement Excellent Percentile
	TY SOORE
NDUSTRY /	MARKET ANALYSIS SCORE 70%
	CRO TRENDS SCORE
> 11 EL (1VF*((60%

Small total investment amount required (25 - 50% of entrepreneur's liquid capital)

Very small total investment amount required (<25% of entrepreneur's liquid capital)

x² Show Your Work (shared)

How You Answered

Needs Improvement Excellent Percentile

CPPORTUNTY SCORE

70%

TOTAL INVESTMENT SCORE

20%

FINANC	IAL: Cash Cycle
©	Key Principle
•	Rey : Interple
	Definition
	The average amount of elapsed time between when you experience the costs of the product or service you are delivering and when you collect from your customer for the product or service.
	Why This Matters
	The more efficient the cash cycle (the faster you get paid), the better the opportunity. The more efficient the cash
ANSWER	
Very	y inefficient cash cycle (> 30 days)
Ineff	icient cash cycle (15 – 30 days)
Mode	erate cash cycle (1 – 15 days)
✓ Effic	cient cash cycle (0 days)
	y efficient cash cycle (< 0 days)
x²	Show Your Work (shared)

Needs Improvement Excellent Percentile OFFORTUNITY SCORE FINANCIAL ANALYSIS SCORE CASH CYCLE SCORE 80%

FINANC	IAL: Breakeve	n Timing
©	Key Principle	
	Definition	
		The amount of time it takes for your opportunity to breakeven from the time you launch until your net income is zero positive.
	Why This Mat	ters
		The shorter the breakeven timing, the better the opportunity. The shorter the breakeven timing, the less the risk of
		o
ANSWER		
Very	y long breakeven tim	ing (> one year)
Long	g breakeven timing (s	six months – one year)
Mod	lerate breakeven timi	ng (three months – six months)
Shor	rt breakeven timing (one month – three months)
Very	y short breakeven tir	ning (< one month)
x ²	Show Your	Work (shared)
	How You A	nswered
Needs Imp	provement	Excellent Perce
OPPORTUNI	TY SCORE	70%
FINANCIAL A	ANALYSIS SCORE	
BREAKEVEN	N TIMING SCORE	60%
		80%

ADDRESSABLE MARKET SCORE

NDUSTRY/MARKET: Add	Iressable Market
∇ Key Principle	
Definition	
The porti	"addressable market" is size of the market that is likely to have an interest in what you have to offer. It is that ion 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
ANSWER	
Very small addressable market	size (<\$5 million)
Small addressable market size (\$5 million - \$25 million)
Medium addressable market size	e (\$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 Answe	red
Needs Improvement	Excellent Percentile
OPPORTUNITY SCORE	70%
NDUSTRY / MARKET ANALYSIS SCOR	

40%

INDUSTF	RY/MARKET	Technological Change
Ş	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 Mat	ters
		The lower the degree of technological change, the better the opportunity. The lower the degree of technological
ANSWER		
Very	high degree of tech	nnological change
High	degree of technolog	gical change
Mode	erate degree of tech	nological change
Low	degree of technolog	gical change
Very	low degree of tech	nological change
x ²	Show Your	Work (shared)
	How You A	nswered
Needs Impi	rovement	Excellent

70%

60%

40%

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

TECHNOLOGICAL CHANGE SCORE

INDUSTR	RY / MARKET: 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
ANSWER	
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%)
Mode	erate 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)
x ²	Show Your Work (shared)
	How You Answered

Needs Improvement Excellent Percentile OPPORTUNITY SCORE TOW INDUSTRY / MARKET ANALYSIS SCORE 60% COMPETITIOR CONCENTRATION SCORE 40%

60%

FINANCIAL ANALYSIS SCORE

FIXED ASSET INVESTMENT SCORE

Percentile

Needs Improvement

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

COMPETITIVE RIVALRY SCORE

Excellent

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

SUPPLIER CONCENTRATION SCORE

Definition

The less concentrated the suppliers in your potential market, the more "competitive" the suppliers and the better the

ANSWER
Very high degree of supplier concentration (50% or more of the variable input costs are only available from a few suppliers each)
High degree of supplier concentration (25 - 50% of the variable input costs are only available from a few suppliers each)
✓ Moderate degree of supplier concentration (10 - 25% of the variable input costs are only available from a few suppliers each)
Low 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)
x ² Show Your Work (shared)
How You Answered
eeds Improvement Excellent Percenti
PORTUNITY SCORE
70%
OUSTRY / MARKET ANALYSIS SOORE 60%

Percentile

70%

Excellent

Needs Improvement

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

SUPPLIER SWITCHING COSTS SCORE

How You Answered Needs Improvement Excellent Percentile OFFORTUNITY SCORE TO% FRODUCT / SERVICES ANALYSIS SCORE 85% UNMETINEEDS IDENTIFICATION SCORE 80%

Needs Improvement Excellent Percentile OFFORTUNITY SCORE FRODUCT / SERVICES ANALYSIS SCORE 85% CONCEPT RISK SCORE 80%

ANSWER

Very long development time frames (>2 years)

Long development time frames (1 - 2 years)

Moderate development time frames (6 months – 1 year)

Short development time frames (3 months – 6 months)

Very short development time frames (<3 months)

x² Show Your Work (shared)

How You Answered

Needs Improvement Excellent Percentile

OPPORTIANTY SOORE

PRODUCT / SERVICES ANALYSIS SCORE

DEVELOPMENT TIME FRAME SCORE

Needs Improvement Excellent Percentile OFFORTUNITY SCORE FRODUCT / SERVICES ANALYSIS SCORE 100% TECHNOLOGY LEVERAGE SCORE 80%

CUSTOMER: Target Identification **Key Principle** Definition 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 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) 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) Show Your Work (shared)

Needs Improvement Excellent Percentile OFFORTUNITY SCORE CUSTOMER ANALYSIS SCORE TARGET IDENTIFICATION SCORE 80%

CUSTON	MER: Customer Concentration
8	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 Makkawa
	Why This Matters
	The less concentrated the customers in your potential market, the more "competitive" the customers and the better
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%)
Mode	erate 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 Imp	rovement Excellent Percentile
OPPORTUNIT	Y SOORE 70%
CUSTOMER A	ANALYSIS SCORE

CUSTOMER CONCENTRATION SCORE

90%

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-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 OFFORTUNITY SCORE TOWN OUSTOMER ANALYSIS SCORE 90% IN-IMARKET TIMING SCORE 100%

©	Key Principle							
	- C 111							
	Definition							
		The awareness of the customer to what they perceive to be the range of prices within which they will buy a particul product or service.	lar					
	Why This Mat	iters						
		Customers with high price sensitivity will exhibit purchasing behavior that is directly tied to pricing and affected by						
ANSWER Very I	high degree of price	ce sensitivity						
High degree of price sensitivity								
Moderate degree of price sensitivity								
	degree of price sen							
very I	low degree of price	es ensitivity						
X ²	Show Your	Work (shared)						
	How You A	nswered						
Needs Impro	ovement	Excellent	entile					
OPPORTUNITY	Y SCORE	70%						
CUSTOMERA	NALYSIS SCORE							
		90%						
PRICE SENSITI	IVITY SCORE	100%						



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