

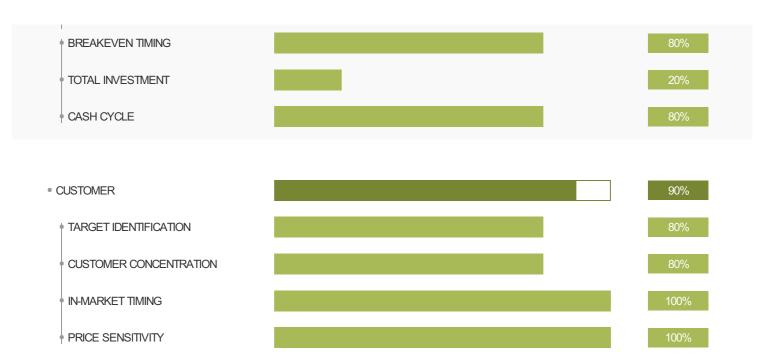
Opportunity Analysis July 1, 2014



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



INDUSTRY / MARKET: Organic Growth



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.)

|Nu | 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

ANSWER
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%)
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Show Your Work (shared)
How You Answered

How You Answered

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

TOW

INDUSTRY / MARKET ANALYSIS SCORE

G0%

ORGANIC GROWTH SCORE

60%

70%

Needs Improvement

OPPORTUNITY SCORE

SEASONALITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

Needs Improvement

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

REGULATORY ENVIRONMENT SCORE

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How You Answered

Needs Improvement Excellent Percentile

OPPORTIUNITY SCORE

TO%

INDUSTRY / MARKET ANALYSIS SCORE

OTHER MACRO TRENDS SCORE

60%

FINANCIAL: Total Investment
♀ Key Principle
Definition
The total size of the investment or capital required to buy or build the company, fully develop the opportunity or fully fund the business plan.
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Why This Matters
The smaller the total investment amount required, the better the opportunity. The smaller the total investment amount required, the
ANSWER
Very large total investment amount required (>500% of entrepreneur's liquid capital)
Large total investment amount required (100 - 500% of entrepreneur's liquid capital)
Moderate total investment amount required (50 - 100% of entrepreneur's liquid capital)
Small total investment amount required (25 - 50% of entrepreneur's liquid capital)
Very small total investment amount required (<25% of entrepreneur's liquid capital)
χ^2
Show Your Work (shared)
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How You Answered
Needs Improvement Excellent Percentile
OPPORTUNITY SCORE
70%
FINANCIAL ANALYSIS SCORE

TOTAL INVESTMENT SCORE

FINANCIAL: Cash Cycle		
©		
Key Principle		
Definition		
	nt of elapsed time between when you experience the costs of the product or service you are delivering ar ur customer for the product or service.	nd when
Ne		
Why This Matters		
The more efficient the	the cash cycle (the faster you get paid), the better the opportunity. The more efficient the cash cycle, the	more cash
ANSWER Very inefficient cash cycle (2)	(> 30 days)	
Inefficient cash cycle (15-3	30 days)	
Moderate cash cycle (1 – 15	5 days)	
Fficient cash cycle (0 days))	
Very efficient cash cycle (<	: O days)	
x²		
Show Your Work (shared	ed)	
How You Answered		
Needs Improvement	Excellent	Percentile

60%

80%

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 net income is zero or positive.
Mby This Matters
Why This Matters
The shorter the breakeven timing, the better the opportunity. The shorter the breakeven timing, the less the risk of business failure due to the control of
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)
χ^2
Show Your Work (shared)
How You Answered
Needs Improvement Excellent Percent
OPPORTUNITY SCORE 70%
FINANCIAL ANALYSIS SCORE 60%

BREAKEVEN TIMING SCORE

INDUSTRY / MARKET: Addressable Market	
♀	
Key Principle	
Definition 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 mathet you are ready, willing, and able to serve.	rket
[Au	
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 at	nd
ANSWER 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)	
Show Your Work (Shared)	
How You Answered	
Needs Improvement Excellent Percentage	centile
OPPORTUNITY SCORE 70%	
INDUSTRY / MARKET ANALYSIS SCORE	
60%	

ADDRESSABLE MARKET SCORE

INDUSTRY / MARKET: Technological Change
Q
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.
Jan .
Why This Matters
The lower the degree of technological change, the better the opportunity. The lower the degree of technological change, the less risk
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 Percentile

OPPORTUNITY SCORE

NDUSTRY / MARKET ANALYSIS SCORE

TECHNOLOGICAL CHANGE SCORE

40%

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.
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 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 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 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
largest competitors. ** Why This Matters
largest competitors. Note: The second of t
No No No No No No No No
The less concentrated your potential market, the more "competitive" the industry, but the better the opportunity for a new entrant. The
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%)
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)
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Show Your Work (shared)
How You Anguared
How You Answered
Needs Improvement Excellent Percentile
OPPORTUNITY SCORE 70%
INDUSTRY / MARKET ANALYSIS SCORE 60%

COMPETITOR CONCENTRATION SCORE

How You Answered

 Needs Improvement
 Excellent
 Percentile

 OPPORTUNITY SCORE
 70%

 FINANCIAL ANALYSIS SCORE
 60%

 FIXED ASSET INVESTMENT SCORE
 60%

Needs Improvement

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

COMPETITIVE RIVALRY SCORE

Needs Improvement

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

SUPPLIER CONCENTRATION SCORE

low You Answered

Needs Improvement Excellent Percentile

OPPORTIUNITY SCORE

TO%

INDUSTRY / MARKET ANALYSIS SCORE

SUPPLIER SWITCHING COSTS SCORE

100%

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Key Principle
8
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.
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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
ANSWER
Very low ability to identify unmet needs
Low ability to identify unmet needs
Moderate ability to identify unmet needs
✓ High ability to identify unmet needs
Very high ability to identify unmet needs
X ²
Show Your Work (shared)
How You Answered
OPPORTUNITY SCORE 70%
PRODUCT / SERVICES ANALYSIS SCORE
85%
UNVET NEEDS IDENTIFICATION SCORE
80%

low You Answered

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

TOW

RRODUCT / SERVICES ANALYSIS SCORE

85%

CONCEPT RISK SCORE

80%

DEVELOPMENT TIME FRAME SCORE

PRODUCT / SERVICES:	Development Time Frame	
©		
Key Principle		
Definition		
The total time the	at it takes to bring your product to market or perfect your servi	ce so that your service is ready to take to market.
Per		
Why This Matters		
The shorter the	development time frame, the better the opportunity. The shorter	er the development time frame, the less the risk, the
ANSWER		
Very long development t	me frames (>2 years)	
Long development time f	rames (1 - 2 years)	
Moderate development ti	me frames (6 months – 1 year)	
Short development time f	rames (3 months – 6 months)	
Very short development	time frames (<3 months)	
x ²		
Show Your Work (sh	ared)	
How You Answered		
leeds Improvement	Excellent	Percentile
PPORTUNITY SCORE		70%
RODUCT / SERVICES ANALYS	S SOORE	
		85%

100%

Excellent

Needs Improvement

OPPORTUNITY SCORE

PRODUCT / SERVICES ANALYSIS SCORE

TECHNOLOGY LEVERAGE SCORE

How You Answered

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

OUSTOMER ANALYSIS SCORE

TARGET IDENTIFICATION SCORE

SCORE 90%

\Diamond	
Key Principle	
Definition	
The amount of market share concentrated among the largest customers within an industry; an indicate largest customers.	ication of the market power of the
Why This Matters	
The less concentrated the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the customers in your potential market, the more "competitive" the potential market in your potential ma	
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 show Your Work (shared)	or controls <5% market share)
■ How You Answered	
Needs Improvement Excellent	Percentile
OPPORTUNITY SCORE	
	70%
CUSTOMER ANALYSIS SCORE	90%
CUSTOMER CONCENTRATION SCORE	80%

CUSTOMER: In-Market Timing 8 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 Show Your Work (shared)

Percentile

Needs Improvement

OPPORTUNITY SCORE

CUSTOMER ANALYSIS SCORE

IN-MARKET TIMING SCORE

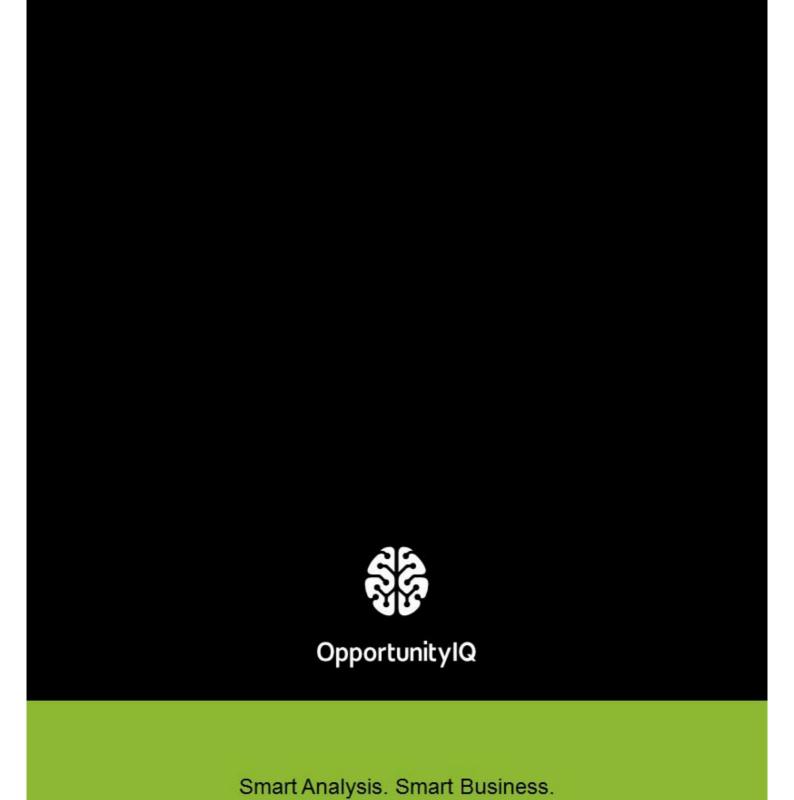
How You Answered

 Needs Improvement
 Excellent
 Percentile

 OPPORTIUNITY SCORE
 70%

 CUSTOMER ANALYSIS SCORE
 90%

 PRICE SENSITIVITY SCORE
 100%



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