

New

Opportunity Analysis February 24, 2015

Summary - Overall Opportunity Score

50

Analysis Score	Needs Improvement	Excellent	Percent
OVERALL OPPORTUNITY			50%
• INDUSTRY / MARKET			50%
ADDRESSABLE MARKET			60%
ORGANIC GROWTH			40%

W	Key Principle
	What is the size of that portion of the market that is likely to have an interest in the offering?
W	Definition
	The "addressable market" is size of the market that is likely to have an interest in what you have to offer. It is
M	Why This Matters
	The larger your potential market, the better the opportunity. The larger the market, the easier it will be for you to A very small addressable market can be very problematic. For example, if the addressable market calcuations
W	Show Your Work (shared)
	These Are
	Notes
ANSV	VER
	Very small addressable market size (<\$5 million)
	Small addressable market size (\$5 million - \$25 million)
W Asset 10 PM	Medium addressable market size (\$25 million - \$100 million)
	Large addressable market size (\$100 million - \$1 billion)
	Very large addressable market size (>\$1 billion)
[X]	How You Answered
Needs	Improvement Excellent Percentile
OPPOR	TUNITY SCORE 50%
INDUST	TRY / MARKET ANALYSIS SCORE 50%

What is the rate of annual growth of the addressable market?	
M Definition	
The rate of annual growth of the addressable market. (There are other methods of growing an opposite the control of the addressable market.)	portunity, such
Why This Matters	
The higher your organic growth, the better the opportunity. The faster the market grows, the easied A slow growth, no growth, or declining market means the industry and market compeitors not only	
Show Your Work (shared)	
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eu tincidunt lacus. Nam euismod	d, ex at dictum
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%)	
How You Answered	
Needs Improvement Excellent	Percentile
OPPORTUNITY SCORE 50%	%
INDUSTRY / MARKET ANALYSIS SCORE 50%	/ ₆
ORGANIC GROWTH SCORE 40%	%



Smart Analysis. Smart Business.

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