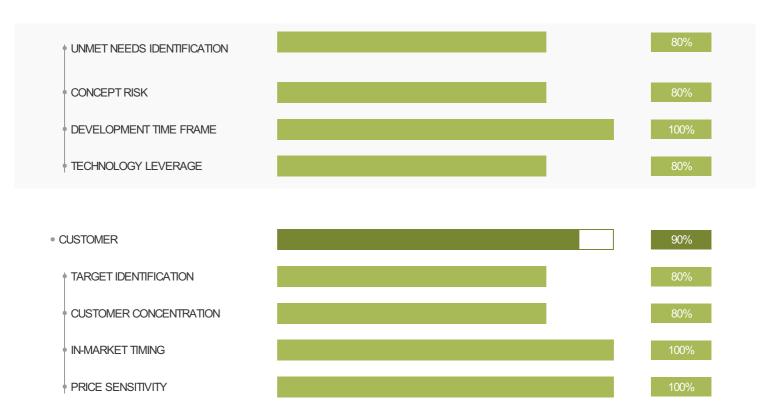
Pickle Me Timbers





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 COMPETITOR CONCENTRATION COMPETITIVE RIVALRY SUPPLIER CONCENTRATION SUPPLIER SWITCHING COSTS FINANCIAL TOTAL INVESTMENT FIXED ASSET INVESTMENT CASH CYCLE **BREAKEVEN TIMING** • PRODUCT / SERVICES



Pickle Me Timbers

INDUSTRY / 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 business as a rising tide lifts all boats.		
ANSW			
	ery low annual organic growth (<0%)		
	ow annual organic growth (0 – 5%)		
✓ N	/bderate annual organic growth (5 – 10%)		
F	figh annual organic growth (10 – 25%)		
	ery high annual organic growth (>25%)		
	How You Answered		
Needs I	mprovement Excellent Percentile		
OPPORTI	UNITY SCORE 70%		
INDUSTR	Y / MARKET ANALYSIS SCORE		
	60%		
ORGANIC	C GROWTH SCORE 60%		

Percentile

Excellent

Needs Improvement

OPPORTUNITY SCORE

SEASONALITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

INDUSTRY / MARKET: Regulatory Environment

©	Key Principle
	Definition
	Definition
	The extent to which the target industry is subject to government regulation. Generally, the less the regulation, the better the opportunity.
 ≈	Why This Matters
	The less the regulation, the less the potential for unfavorable laws being passed that curtail demand or that unnecessarily drive up costs.
ANSWE	ER.
V	ery high regulatory environment
Н	igh regulatory environment
N	Obderate regulatory environment
V L	ow regulatory environment
V	ery low or no regulatory environment
	How You Answered
Needs In	mprovement Excellent Percentile
OPPORTU	UNITY SCORE
	70%
INDUSTR	Y / MARKET ANALYSIS SOORE 60%
REGULAT	TORY ENVIRONMENT SCORE
	80%

OTHER MACRO TRENDS SCORE

INDUS	STRY / MARKET: Other Macro Trends
0	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 customer behavior or customer demographics, but can also stem from slowly shifting dynamics in the industry that are detected over a period of years that are not related to growth, technology, seasonality or regulation. The more favorable the macro trend, the better the opportunity. The more favorable the macro trend, the more the potential demand for your product or service.
ANSV	VER
	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)
	How You Answered
Needs	Improvement Excellent Percentile
OPPOR	TUNITY SCORE 70%
INDUST	RY / MARKET ANALYSIS SCORE 60%

FINANCIAL: Total Investment

FINANCIAL ANALYSIS SCORE

TOTAL INVESTMENT SCORE

FINAN	FINANCIAL: I otal 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.			
 ≈	Why This Matters			
	The smaller the total investment amount required, the better the opportunity. The smaller the total investment amount required, the more likely the opportunity will get funded (either by your personal resources or other investors), the more likely the entrepreneur will retain control and the less the risk for the entrepreneur and investors.			
ANS	MER			
V	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)			
	How You Answered			
Needs	Improvement Excellent Percentile			
OPPOR	TUNITY SCORE 70%			

60%

Percentile

Needs Improvement

OPPORTUNITY SCORE

CASH CYCLE SCORE

FINANCIAL ANALYSIS SCORE

Excellent

Rey Principle Definition The amount of time it takes for your apportunity to breakeven from the time you launch until your net income is zero or positive. Why This Matters The shorter the breakeven timing, the better the apportunity. The shorter the breakeven timing, the less the risk of business failure due to not ever reaching breakeven. 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 (cone month) How You Answered Needs Improvement Excellent

80%

OPPORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

BREAKEVEN TIMING SCORE

INDUSTRY / MARKET ANALYSIS SCORE

ADDRESSABLE MARKET SCORE

INDUSTRY / 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.		
=	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 carve out a sufficient amount of business in order to have a viable opportunity.		
	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 carve out a sufficient amount of business in order to have a viable opportunity.		
	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 carve out a sufficient amount of business in order to have a viable opportunity.		
	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 carve out a sufficient amount of business in order to have a viable opportunity.		
ANSW			
	/ery small addressable market size (<\$5 million)		
✓ S	Small addressable market size (\$5 million - \$25 million)		
	/ediumaddressable market size (\$25 million - \$100 million)		
	arge addressable market size (\$100 million - \$1 billion)		
V	/ery large addressable market size (>\$1 billion)		
	How You Answered		
Needs I	mprovement Excellent Percentile		
OPPORTI	UNITY SCORE		

70%

60%

How You Answered			
Needs Improvement	Excellent		Percentile
OPPORTUNITY SCORE			700/
			70%
INDUSTRY / MARKET ANALYSIS SCORE			60%
TECHNOLOGICAL CHANGE SCORE			
			40%

Very low degree of technological change

INDUSTRY / MARKET: Competitor Concentration

8	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 less concentrated the marketplace, the easier it will be for you to enter the market and compete against the existing competitors that lack concentrated market power.
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%)
	Obderate degree of competitor concentration (top 4 control 25 - 50% market share or largest controls 15 - 25%)
	.ow 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)
	How You Answered
Needs	mprovement Excellent Percentile
OPPORT	UNITY SCORE 70%
NDUSTF	Y/MARKET ANALYSIS SCORE 60%
COMPET	TTOR CONCENTRATION SCORE
	40%

1 11 11 11 11 11	MAL. I Mad Assat investment
0	Key Principle
	Definition
	The total size of the investment required to assemble the fixed assets needed to operate the business.
==	Why This Matters
	The smaller the fixed asset investment required, the better the opportunity. The smaller the fixed asset investment required, the less risk of not being able to repurpose your investment or change direction with your business opportunity, since fixed assets can be difficult to use for other purposes and rarely retain a high resale value.
ANSW	R
\ \ \	ery large fixed asset investment required (>60% of the total investment amount)
	arge fixed asset investment required (40 - 60% of the total investment amount)
	bderate fixed asset investment required (20 - 40% of the total investment amount)
	mall fixed asset investment required (10 - 20% of the total investment amount)
\	ery small fixed asset investment required (<10% of the total investment amount)
	How You Answered
Veeds	mprovement Excellent Percentile
OPPORT	INITY SCORE 70%
FINANCI	L ANALYSIS SCORE
EXED AS	SET INVESTMENT SCORE
	60%

Percentile

70%

Excellent

Needs Improvement
OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

COMPETITIVE RIVALRY SCORE

INDUSTRY / 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 supplier	ers.
 ~	Why This Matters	
	The less concentrated the suppliers in your potential market, the more "competitive" the suppliers and the better the opportunity. The less concentrated to favorable raw materials or input costs for your product or service from suppliers that lack concentrated market power.	he suppliers, the easier it will be for you to negotiate
ANSW	ER	
\	/ery 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)	
V	/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 from a few suppliers each)	
	/ery low degree of supplier concentration (all inputs are readily available from an abundance of suppliers)	
	How You Answered	
Needs	mprovement Excellent	Percentile
OPPORT	UNITY SCORE	70%
NDUSTF	Y / MARKET ANALYSIS SCORE	1070
		60%
SUPPLIE	R CONCENTRATION SCORE	60%

INDUSTRY / MARKET: Supplier Switching Costs

©	Key Principle
	Definition
	The costs involved in switching from one supplier to another. The lower the switching costs, the better the opportunity.
 ≈	Why This Matters
	The lower the switching costs, the easier it will be for you to negotiate favorable input costs for your product or service from among the various suppliers with the real threat of switching to a different supplier and without being held captive by your current supplier.
ANSW	
/	'ery high supplier switching costs (>200% of total monthly supplier cost)
_ F	figh supplier switching costs (100% - 200% of total monthly supplier cost)
	Obderate supplier switching costs (50% - 100% of total monthly supplier cost)
	ow supplier switching costs (25% - 50% of total monthly supplier cost)
✓ \	ery low supplier switching costs (<25% of total monthly supplier cost)
	How You Answered
Needs I	mprovement Excellent Percentile
OPPORT	INITY SCORE 70%
INDUSTR	Y / MARKET ANALYSIS SCORE 60%
	R SMITCHING MSTS SMRE

8	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 precisely you can design your product or service to meet the customer demand, the easier it will be to acquire new customers and the easier it will be to grow your business.
ANSV	
	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
=	How You Answered
Needs	Improvement Excellent Percentile
OPPORT	TUNITY SCORE 70%
PRODUC	CT / SERVICES ANALYSIS SCORE 85%
JNMET	NEEDS IDENTIFICATION SCORE 80%

CONCEPT RISK SCORE

PROI	DUCT / SERVICES: Concept Risk
8	Key Principle
	Definition
	The risk that the value proposition will not be easily understood, accepted and adopted by the potential customers.
=	Why This Matters
	The more difficult it is to articulate the value proposition, the more complex the product or service, the more unsophisticated the understanding of the customer decision making unit (DMU) and the more difficult the pricing mechanism, the more the concept risk. The lower the concept risk, the better the opportunity. The lower the concept risk, the shorter the sales cycle as there is less of a "concept" sale process.
ANS	WER
	Very high concept risk (new service/product + new pricing model + new to the industry)
	High concept risk (new service/product + readily understood pricing + new to the industry)
	Moderate concept risk (readily understood service/product + new pricing model + new to industry)
~	Low concept risk (readily understood service/product + readily understood pricing + new to industry)
	Very low concept risk (readily understood service/product + readily understood pricing + current industry participant)
	How You Answered
Needs	s Improvement Excellent Percentile
OPPOF	RTUNITY SCORE 70%
PRODU	UCT / SERVICES ANALYSIS SCORE

PRODUCT / SERVICES: Development Time Frame

0	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 lower the investment and the lower the development effort.				
ANSWE	R				
Ve	ery long development time frames (>2 years)				
	ong development time frames (1 - 2 years)				
M	bderate development time frames (6 months – 1 year)				
Sł	hort development time frames (3 months – 6 months)				
✓ Ve	ery short development time frames (<3 months)				
	How You Answered				
		- 41			
	•	Percentile			
OPPORTU	INITY SCORE 70%				
PRODUCT	T/ SERVICES ANALYSIS SCORE				
	85%				
DEVELOPMENT TIME FRAME SCORE					
	10070				

TECHNOLOGY LEVERAGE SCORE

PRODUCT / SERVICES: Technology Leverage			
©	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 proprietary "edge" in your industry and to create "outsized" margins. When looking for the best ventures to apply technology to, look for industries where a new, perhaps unrelated technology has not been applied in the industry and where there are barriers to competitors utilizing the same technology (i.e. patents, marketing partnerships, etc.)		
ANSW	ER		
'	/ery low technology leverage (technology can reduce <5% of the typical cost structure)		
	ow technology leverage (technology can reduce 5 – 10% of the typical cost structure)		
	Voderate technology leverage (technology can reduce 10 – 15% of the typical cost structure)		
✓ I	righ technology leverage (technology can reduce 15 – 20% of the typical cost structure)		
'	/ery high technology leverage (technology can reduce >20% of the typical cost structure)		
=	How You Answered		
Needs	Improvement Excellent Percentile		
OPPORT	UNITY SCORE 70%		
PRODUC	TT / SERVICES ANALYSIS SOORE		
	85%		

CUSTOMER: Target Identification

	ONER: 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 identify targets, the better the chances of being able to grow your business.	
ANSV	MER.	
	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)	
	How You Answered	
Needs	Improvement Excellent	Percentile
OPPOR	TUNITY SCORE 70%	
CUSTO	MERANALYSIS SCORE 90%	
TARGE	T IDENTIFICATION SCORE	

CUSTOMER: 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 Matters
	The less concentrated the customers in your potential market, the more "competitive" the customers and the better the opportunity. The less concentrated the customers, the easier it will be for you to negotiate favorably with customers that lack concentrated market power.
ANSV	
	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%)
	Abderate 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)
=	How You Answered
Veeds	Improvement Excellent Percentile
OPPORT	UNITY SOORE
TI ISTON	/ER ANALYSIS SCORE
IUI	90%
CUSTON	VER CONCENTRATION SCORE
	30,0

▼ 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 better the chances of being able to growyour business. 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 Worly high ability to identify in-market timing

Percentile

100%

Excellent

Needs Improvement
OPPORTUNITY SCORE

CUSTOMER ANALYSIS SCORE

IN-MARKET TIMING SCORE

CUSTOMER: Price Sensitivity				
0	Key Principle			
	Definition			
	The awareness of the customer to what they perceive to be the range of prices within which they will buy a particular product or service.			
*	Why This Matters			
	Customers with high price sensitivity will exhibit purchasing behavior that is directly tied to pricing and affected by relatively small movements in price (a condition called an elastic public whereas customers with low price sensitivity (inelastic price or price inelasticity) will exhibit behavior that is either not linked to price or will actually buy more as the price goes up, ratified the price sensitivity of the customer, the better the opportunity. The lower the price sensitivity of the customer, the higher the price point, the more you can invest in the customer rether actual unit gross margin.	ner than less. The lower		
ANS	ER CONTRACTOR OF THE CONTRACTO			
	ery high degree of price sensitivity			
	figh degree of price sensitivity			
	/bderate degree of price sensitivity			
	ow degree of price sensitivity			
✓	/ery low degree of price sensitivity			
	How You Answered			
		Dansantila		
		Percentile		
UHTUR	UNITY SCORE 70%			
CUSTC	ERANALYSIS SOORE 90%			
PRICES	ANSITIVITY SCORE			



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