

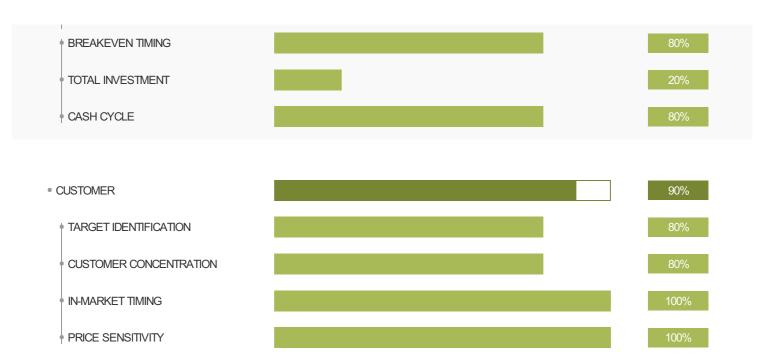
Opportunity Analysis July 1, 2014



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
8	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
ANSW	
	very low annual organic growth (<0%)
	ow annual organic growth (0-5%)
✓ 1	Voderate annual organic growth (5 – 10%)
	High annual organic growth (10 – 25%)
	/ery high annual organic growth (>25%)
X ²	Show Your Work (shared)
	How You Answered
Veeds	Improvement Excellent Percentile
OPPORT	UNITY SCORE 70%
NDI ISTE	DV / MM DIZET ANAL VOIC SCYDE

60%

Percentile

60%

Needs Improvement

OPPORTUNITY SCORE

SEASONALITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

Excellent

	How You Answered				
Needs Imp	provement	Excellent		Perce	entile
OPPORTUNI	TY SCORE			700/	
INDLICTOV /				70%	
INDUSTRY /	MARKET ANALYSIS SOORE			60%	
REGULATOF	RY ENVIRONMENT SCORE			900/	
				80%	

How You Answered

Needs Improvement Excellent Percentile

OFFORTUNITY SCORE

TO%

INDUSTRY / MARKET ANALYSIS SCORE

G0%

OTHER MACRO TRENDS SCORE

Percentile

20%

Needs Improvement

OPPORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

TOTAL INVESTMENT SCORE

Excellent

Show Your Work (shared)

How You Answered

Needs Improvement Excellent Percentile

OFFORTUNITY SCORE

TO%

FINANCIAL ANALYSIS SCORE

60%

CASHCYCLESCORE

80%

OPPORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

BREAKEVEN TIMING SCORE

INDUSTRY / MARKET ANALYSIS SCORE

ADDRESSABLE MARKET SCORE

INDUS	TRY / MARKET: Addressable Market
Ŷ	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	
	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)
x²	Show Your Work (shared)
	How You Answered
Needs	Improvement Excellent Percentile

70%

40%

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

TECHNOLOGICAL CHANGE SCORE

NDUS'	TRY / MARKET: Technological Change	
8	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	
✓ H	ligh degree of technological change	
	Vbderate degree of technological change	
	.ow degree of technological change	
	/ery low degree of technological change	
X ²	Show Your Work (shared)	
	How You Answered	
Needs	Improvement Excellent Percenti	le

70%

60%

INDUS	TRY / 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
ANSV	ER
(/ery high degree of competitor concentration (top 4 control >80% market share or largest controls >40% market share)
V	ligh degree of competitor concentration (top 4 control 50 – 80% market share or largest controls 25 - 40%)
	vbderate 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%)
,	/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)
x²	Show Your Work (shared)
	How You Answered
	Improvement Excellent Percentile
OPPORT	UNITY SCORE 70%
NDUSTF	70% RY / MARKET ANALYSIS SCORE 60%
COMPET	TTOR CONCENTRATION SCORE
	40%

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

Percentile

Excellent

Needs Improvement
OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

COMPETITIVE RIVALRY SCORE

IINDOS	TAT / IVALACET. Supplier Concentration
©	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	
_ V	'ery high degree of supplier concentration (50% or more of the variable input costs are only available from a few suppliers each)
F	ligh degree of supplier concentration (25 - 50% of the variable input costs are only available from a few suppliers each)
	/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)
() V	ery low degree of supplier concentration (all inputs are readily available from an abundance of suppliers)
2	Chany Varia Ward (abarad)
X ²	Show Your Work (shared)
	How You Answered
Needs I	mprovement Excellent Percentile
	INITY SCORE
ואון ופדדי	Y / MARKET ANALYSIS SCORE
INDUSTR	60%
SUPPLIE	R CONCENTRATION SCORE

NDUSTRY / 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
ANSWER
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)
x ² Show Your Work (shared)
How You Answered
Needs Improvement Excellent Percentil
OPPORTUNITY SCORE 70%
NDUSTRY / MARKET ANALYSIS SCORE 60%
SUPPLIER SWITCHING COSTS SCORE 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.
I=4	
~	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
ANSW	ER.
	ery low ability to identify unmet needs
	ow ability to identify unmet needs
() N	Obderate ability to identify unmet needs
V F	figh ability to identify unmet needs
	ery high ability to identify unmet needs
X ²	Show Your Work (shared)
^	Show roul work (shared)
=	How You Answered
Needs I	mprovement Excellent Percentile
OPPORTI	UNITY SCORE
	70%
PRODUC	T / SERVICES ANALYSIS SCORE 85%
	BEDS IDENTIFICATION SCORE
ONVEIN	BELS IDENTIFICATION SCORE 80%

OPPORTUNITY SCORE 70% FRODUCT / SERVICES ANALYSIS SCORE 85%	PROD	UCT / SERVICES: Concept Risk
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 ANSMER 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) Very 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) x² Show Your Work (shared) How You Answered Needs Improvement Excellent Percentile OPHORIUMITY SOONE 70% FRODUCT / SEM/DES ANALLYSS SOONE 85% DONOFFT RISK SOONE	8	Key Principle
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 ANSMER 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) Worderstood concept risk (readily understood service)product + new pricing model + new to industry) Very tow concept risk (readily understood service)product + readily understood pricing + new to industry) Very tow concept risk (readily understood service)product + readily understood pricing + new to industry) X² Show Your Work (sharred) Expected How You Answered Needs improvement Excellent Pencentilic DECRITATIV SOCKE 70% REQUEST SERVICES ANALYSIS SOCKE		
The more difficult it is to articulate the value proposition, the more complex the product or service, the more unsophisticated the ANSME 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) Noderate concept risk (readily understood service/product + readily understood pricing + new to industry) Very 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) x² Show Your Work (shared) Excellent Percentile Percentile Percentile TOW TOW TOW TOW TOW TOW TOW TO		Definition
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ANSWER 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 + new to industry) ** ** ** ** ** ** ** ** **	 	Why This Matters
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) x² Show Your Work (shared) ■ How You Answered Needs Improvement Excellent Percentile OPPORTIUNTY SOORE ##################################		
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) x² Show Your Work (shared) How You Answered Needs Improvement Excellent Percentile CPPCRTUNITY SCORE ###################################	ANSW	
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) x² Show Your Work (shared) How You Answered Needs Improvement Excellent Percentile DEPORTUNITY SCORE 70% REQUEST RISK SCORE 85%		
Low concept risk (readily understood service/product + readily understood pricing + new to inclustry) Very low concept risk (readily understood service/product + readily understood pricing + current industry participant) x² Show Your Work (shared) How You Answered Needs Improvement Excellent Percentile CHORTIUNTY SCORE 70% FRODUCT / SERVICES ANALYSIS SCORE		
Very low concept risk (readily understood service/product + readily understood pricing + current industry participant) x² Show Your Work (shared) How You Answered Needs Improvement Excellent Percentile OPCRIUNTY SCORE 70% FRODUCT / SERVICES ANALYSIS SCORE 85%		
X2 Show Your Work (shared) How You Answered Needs Improvement Excellent Percentile OFFORTILNITY SOORE FRODUCT / SERVICES ANALYSIS SOORE 85% ONDEPT RSK SOORE		
How You Answered Needs Improvement Excellent Percentile OFFORTUNITY SCORE 70% FRODUCT / SERVICES ANALYSIS SCORE 85%	()	/ery low concept risk (readily understood service/product + readily understood pricing + current industry participant)
Needs Improvement Excellent Percentile OPPORTUNITY SCORE TOW PRODUCT / SERVICES ANALYSIS SCORE 85% CONCEPT RISK SCORE	x ²	Show Your Work (shared)
Needs Improvement Excellent Percentile OPPORTUNITY SCORE TOW PRODUCT / SERVICES ANALYSIS SCORE 85% CONCEPT RISK SCORE		
Needs Improvement Excellent Percentile OPPORTUNITY SCORE TOW PRODUCT / SERVICES ANALYSIS SCORE 85% CONCEPT RISK SCORE		
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Needs Improvement Excellent Percentile OPPORTUNITY SCORE TOW PRODUCT / SERVICES ANALYSIS SCORE 85% CONCEPT RISK SCORE		
OPPORTUNITY SCORE 70% PRODUCT / SERVICES ANALYSIS SCORE 85% CONCEPT RISK SCORE		
PRODUCT / SERVICES ANALYSIS SCORE 85% CONCEPT RISK SCORE		
CONCEPT RISK SCORE		70%
	HRODUC	
	CONCE	

8	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	
ANSWE		
V	ry long development time frames (>2 years)	
	ng development time frames (1 - 2 years)	
N	derate development time frames (6 months – 1 year)	
S	ort development time frames (3 months – 6 months)	
V	ry short development time frames (<3 months)	
x²	Show Your Work (shared)	
	How You Answered	
	provement Excellent Perce	entile
PPORTU	NITY SCORE 70%	
RODUCT	/ SERVICES ANALYSIS SCORE 85%	

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

TECHNOLOGY LEVERAGE SCORE

How You Answered

Percentile

Percentile

70%

85%

C051	VIER: 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
	ry low ability to identify targets (<10% of the addressable market at a cost of less than 1% of revenue) w ability to identify targets (10% - 25% of the addressable market at a cost of less than 1% of revenue) derate ability to identify targets (25% - 50% of the addressable market at a cost of less than 1% of revenue) In ability to identify targets (50% - 75% of the addressable market at a cost of less than 1% of revenue) ry high ability to identify targets (>75% of the addressable market at a cost of less than 1% of revenue) Show Your Work (shared)
E	How You Answered
Needs	provement Excellent Percent
OPPOR	NTY SOORE 70%
CUSTO	RANALYSIS SOORE 90%
TARGE	ENTIFICATION SCORE 80%

CUSTOMER CONCENTRATION SCORE

CUST	TOMER: 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.
ANS	WER CONTROL OF THE CO
	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 controls <5% market share)
x²	Show Your Work (shared)
=	How You Answered
Need	s Improvement Excellent Percentile
OPPOF	RTUNITY SCORE 70%
CUSTO	DWER ANALYSIS SCORE

90%

✓ Very I	nigh ability to identify in-market timing				
x²	Show Your Work (shared)				
	How You Answered				
Needs Impr	ovement Exc	ellent			Percentile
OPPORTUNITY	SOORE		_	 70%	
CUSTOMER ANALYSIS SCORE				009/	
IN-MARKET TI	MING SCORE			90%	
14177444	VII CO OOO! E			100%	

Needs Improvement Excellent Percentile

OFFORTUNITY SCORE

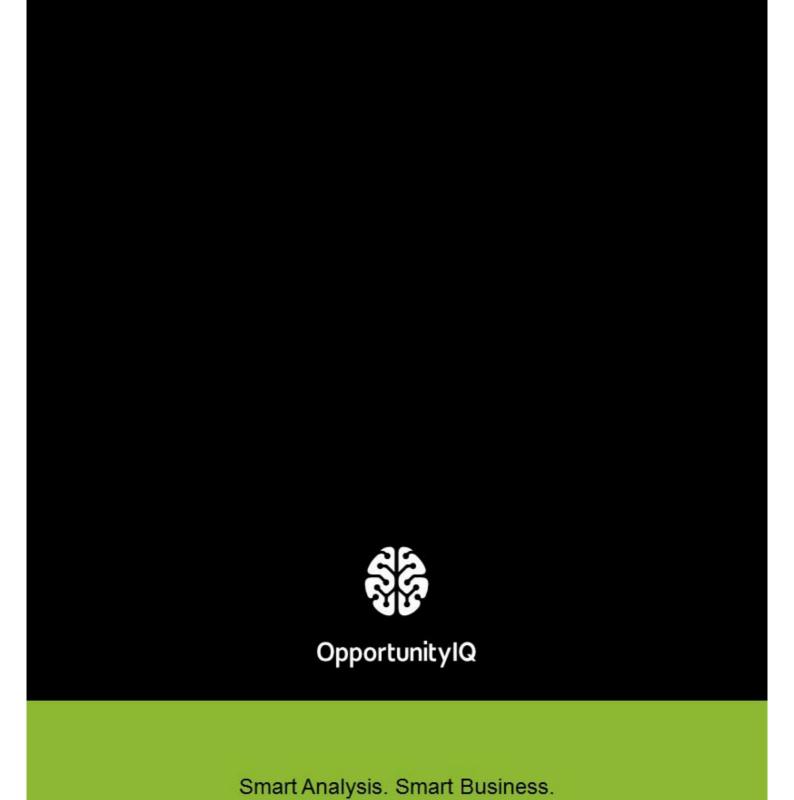
TO%

CUSTOMER ANALYSIS SCORE

90%

PRICE SENSITIVITY SCORE

100%



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