

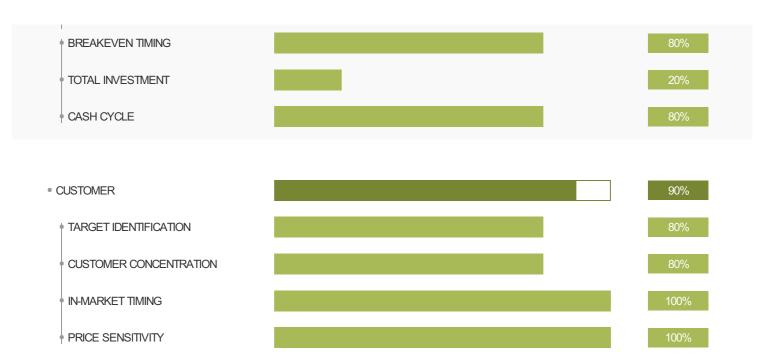
Opportunity Analysis July 1, 2014



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



INDU	STRY / 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
ANS	MER.
	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%)
x²	
S	how Your Work (shared)
=	low You Answered
	s Improvement Excellent Percentile
	TUNITY SCORE
INDUST	TRY / MARKET ANALYSIS SCORE
	60%
ORGAI	NIC GROWTH SCORE 60%

Needs Improvement Excellent Percentile

OPPORTIUNITY SCORE

TO%

INDUSTRY / MARKET ANALYSIS SCORE

SEASONALITY SCORE

60%

How You Ans

REGULATORY ENVIRONMENT SCORE

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

70%

INDUSTRY / MARKET ANALYSIS SCORE

60%

How You Answered

Needs Improvement Excellent

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

TOW

INDUSTRY / MARKET ANALYSIS SCORE

60%

OTHER MACRO TRENDS SCORE

60%

 Needs Improvement
 Excellent
 Percentile

 OPPORTUNITY SCORE
 70%

 FINANCIAL ANALYSIS SCORE
 60%

 TOTAL INVESTMENT SCORE
 20%

 Needs Improvement
 Excellent
 Percentile

 OPPORTUNITY SCORE
 70%

 FINANCIAL ANALYSIS SCORE
 60%

 CASH CYCLE SCORE
 80%

BREAKEVEN TIMING SCORE

אסטאוו	TRY / 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
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)
x ²	
Sł	now Your Work (shared)
≡ Ho	ow You Answered
Needs	Improvement Excellent Percentile
OPPORT	UNITY SCORE 70%
NDUSTI	RY / MARKET ANALYSIS SCORE 60%
	SCADI E MA DIZET COOPE

40%

INDUS	TRY / MARKET: Technological Change
0	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	
	Very high degree of technological change
✓ 1	High degree of technological change
	Moderate degree of technological change
	Low degree of technological change
	Very low degree of technological change
x²	
	now Your Work (shared)
	ow You Answered
	Improvement Excellent Percentile
OPPORT	TUNITY SCORE 70%
INDUSTI	RY / MARKET ANALYSIS SCORE 60%
TECHNO	DLOGICAL CHANGE SCORE

40%

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
NSV	
)	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)
2	
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	ow You Answered
	Improvement Excellent Perce
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	RY / MARKET ANALYSIS SCORE
JSTI	
	ITTOR CONCENTRATION SCORE

 Needs Improvement
 Excellent
 Percentile

 OPPORTUNITY SCORE
 70%

 FINANCIAL ANALYSIS SCORE
 60%

 FIXED ASSET INVESTMENT SCORE
 60%

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

60%

COMPETITIVE RIVALRY SCORE

60%

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 ANSMER Wery high degree of supplier concentration (30% or more of the variable input costs are only available from a few suppliers each) Why Modernate degree of supplier concentration (70 - 50% of the variable input costs are only available from a few suppliers each) Wery but degree of supplier concentration (10 - 25% of the variable input costs are only available from a few suppliers each) Very low degree of supplier concentration (6-10% of the variable input costs are only available from a few suppliers each) Very low degree of supplier concentration (6-10% of the variable input costs are only available from a few suppliers each) Very low degree of supplier concentration (all inputs are readly available from a stundance of suppliers) **Show Your Work (shared) **Bow Your Work (shared) **Energy Market ANALYSS SOORE** **DOSITY / MARKET ANALYSS SOORE** **TONG **TON		
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SUPPLIER CONCENTRATION SCORE	NDUSTR	Y / MARKET ANALYSIS SOORE
		60%
	SUPPLIEF	

Percentile

Needs Improvement

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

SUPPLIER SWITCHING COSTS SCORE

Excellent

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 poservice.	roduct 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
ANSWE	₹	
V	ery low ability to identify unmet needs	
Lo	ow ability to identify unmet needs	
M	bderate ability to identify unmet needs	
✓ H	igh ability to identify unmet needs	
V	ery high ability to identify unmet needs	
x²		
Sho	ow Your Work (shared)	
Hov	w You Answered	
	mprovement Excellent	Percentile
OPPORTU	UNITY SCORE 70%	
PRODUCT	T / SERVICES ANALYSIS SCORE 85%	
UNMET N	EEDS IDENTIFICATION SCORE	
	80%	

 Needs Improvement
 Excellent
 Percentile

 OFFORTUNITY SCORE
 70%

 PRODUCT/ SERVICES ANALYSIS SCORE
 85%

 CONCEPT RISK SCORE
 80%

Ŷ	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
ANSV	MER.
	Very long development time frames (>2 years)
	Long development time frames (1 - 2 years)
	Vbderate development time frames (6 months – 1 year)
	Short development time frames (3 months – 6 months)
~	Very short development time frames (<3 months)
X ²	
Sł	now Your Work (shared)
≡ Ho	ow You Answered
eeds	Improvement Excellent Percent
PPORT	UNITY SCORE 70%
RODUC	TT / SERVICES ANALYSIS SCORE 85%
	PMENT TIME FRAME SCORE
=VBLC	100%

How You Answe

 Needs Improvement
 Excellent
 Percentile

 OPPORTIUNITY SCORE
 70%

 FRODUCT / SERVICES ANALYSIS SCORE
 85%

 TECHNOLOGY LEVERAGE SCORE
 80%

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 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 OPPORTUNITY SCORE CUSTOMER ANALYSIS SCORE TARGET IDENTIFICATION SCORE

Ŷ	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.
NSW	
V	ery high degree of customer concentration (top 4 control >80% market share or largest controls >40% market share)
H	figh degree of customer concentration (top 4 control 50 – 80% market share or largest controls 25 - 40%)
Λ	bderate degree of customer concentration (top 4 control 25 - 50% market share or largest controls 15 - 25%)
L	ow degree of customer concentration (top 4 control 10 - 25% market share or largest controls 5 - 15%)
٧	ery 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	
Sh	ow Your Work (shared)
	······································
	w You Answered mprovement Excellent Percent
STOM	ER ANALYSIS SCORE
	90%

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-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

Excellent

Needs Improvement

OPPORTUNITY SCORE

CUSTOMER ANALYSIS SCORE

IN-MARKET TIMING SCORE

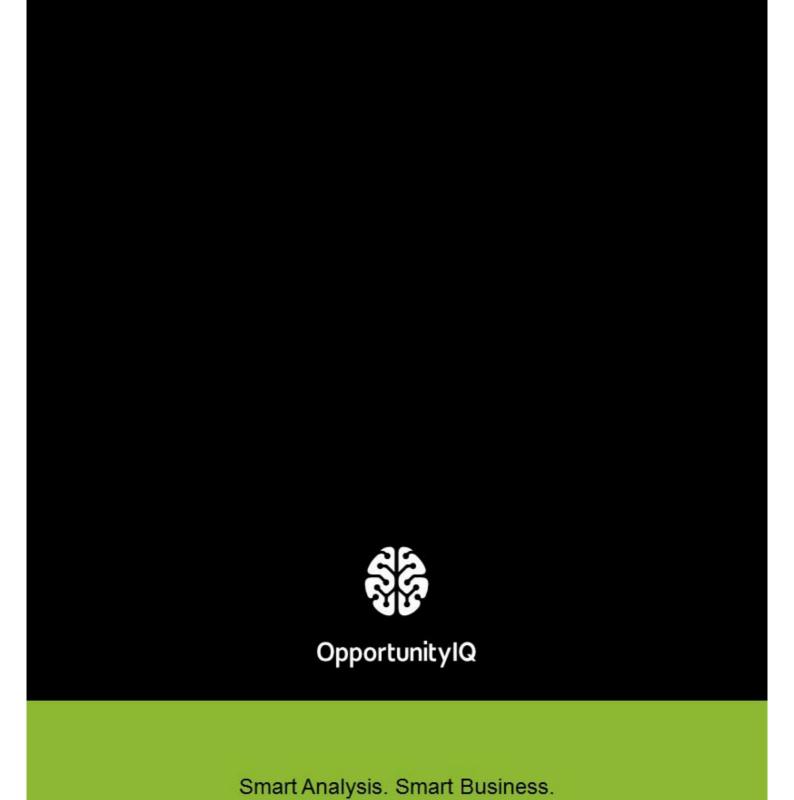
Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

OUSTOMER ANALYSIS SCORE

PRICE SENSITIVITY SCORE

100%



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