

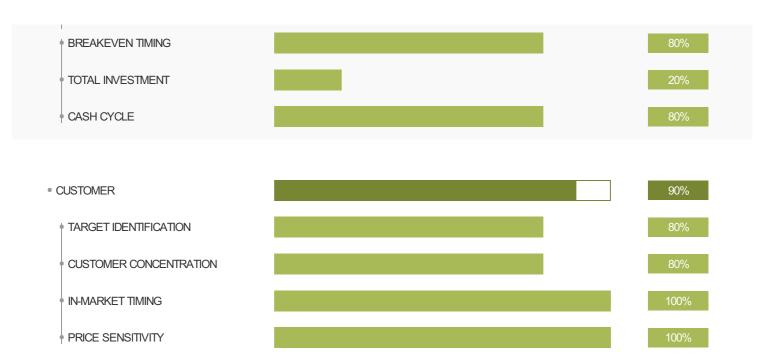
# **Opportunity Analysis** July 1, 2014



### 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



### Pickle Me Timbers

ORGANIC GROWTH SCORE

INDUS	STRY / MARKET: Organic Growth
Ŷ	Key Principle
	Definition
	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.)
<b> ≈</b>	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
ANSV	MER.
	Very low annual organic growth (<0%)
	Low annual organic growth (0-5%)
<b>✓</b>	Moderate annual organic growth (5 – 10%)
	High annual organic growth (10 – 25%)
	Very high annual organic growth (>25%)
x <sup>2</sup>	Show Your Work (shared)
	How You Answered
-	Improvement Excellent Percentile
	TUNITY SCORE 70%
INDUST	RY / MARKET ANALYSIS SCORE 60%

60%

Definition

The extent to which the ability to produce a product or service or the ability to sell a product or service depends on the time of year or season.

|№ Why This Matters

The less the seasonality, the better the opportunity. The less the seasonality, the more the potential for consistently higher asset .... ... ... ... ... ...

ANSWER
Very high seasonality (ability to produce or market demand < 3 months per year)
High seasonality (ability to produce or market demand 3 – 6 months per year)
✓ Moderate seasonality (ability to produce or market demand 6 – 9 months per year)
Low seasonality (ability to produce or market demand 9 – 12 months per year)
Very low or no seasonality (ability to produce or market demand 12 months per year)
x² Show Your Work (shared)
目 How You Answered

 Needs Improvement
 Excellent
 Percentile

 OFFORTUNITY SCORE
 70%

 INDUSTRY / MARKET ANALYSIS SCORE
 60%

 SEASONALITY SCORE
 60%

Needs Improvement	Excellent				Percentile
OPPORTUNITY SCORE				70%	
INDUSTRY / MARKET ANALYSIS SCORE				60%	
REGULATORY ENVIRONMENT SCORE				60%	
				80%	

ৃ	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.	
<b> ~</b>	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	-
ANSWE		
V	/ery unfavorable macro trends (2 or 3 trends that negatively affect the target market)	
U	Infavorable macro trends (1 trend that negatively affects the target market)	
✓ N	leutral macro trends (no identifiable trends that affect the target market)	
F	Favorable macro trends (1 trend that favorably affects the target market)	
	/ery favorable macro trends (2 or 3 trends that favorably affect the target market)	
	,	
$\chi^2$	Show Your Work (shared)	
	How You Answered	
	mprovement Excellent Percentile	e
		_
	UNITY SCORE 70%	
INDUSTR	Y / MARKET ANALYSIS SCORE 60%	
OTHERM	VACRO TRENDS SCORE 60%	

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

TOTAL INVESTMENT SCORE

20%

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

CASH CYCLE SCORE

80%

60%

80%

FINANCIAL ANALYSIS SCORE

BREAKEVEN TIMING 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.
<b> </b>	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)
<b>•</b>	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 <sup>2</sup>	Show Your Work (shared)
Moodo	How You Answered
	Improvement Excellent Percentile
OHPORT	TUNITY SCORE 70%
INDUSTI	RY / MARKET ANALYSIS SCORE
	60%

40%

TECHNOLOGICAL CHANGE SCORE

OPPORTUNITY SCORE 70% INDUSTRY / MARKET ANALYSIS SCORE	INDUS	TRY / MARKET: Technological Change
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  ANSWER  Very high degree of technological change  Whoderate degree of technological change  Low degree of technological change  Very low degree of technological change  Very low degree of technological change  Needs Improvement Excellent Percentile  CPCRILINITY SOCRE  TOW  NEXTRY / NAFASET ANALYSIS SOCRE	Ŷ	Key Principle
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  ANSWER  Very high degree of technological change  Whoderate degree of technological change  Low degree of technological change  Very low degree of technological change  Very low degree of technological change  Needs Improvement Excellent Percentile  CPCRILINITY SOCRE  TOW  NEXTRY / NAFASET ANALYSIS SOCRE		
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  ANSMER  Very high degree of technological change  High degree of technological change  Low degree of technological change  Very low degree of technological change  Very low degree of technological change  Very low degree of technological change  We degree of technological change  The WYou Answered  Needs Improvement Excellent  Percentile  CPPORITATY SCOPE  TOTAL  TOTA		Definition
The lower the degree of technological change, the better the opportunity. The lower the degree of technological change, the less risk  ANSMER  Very high degree of technological change  Moderate degree of technological change  Low degree of technological change  Very low degree of technological change  Needs Improvement  Document  D		
ANSMER  Very high degree of technological change  Whigh degree of technological change  Moderate degree of technological change  Low degree of technological change  Very low degree of technological change  Very low degree of technological change  X² Show Your Work (shared)  ■ How You Answered  Needs Improvement Excellent Percentile  CPPORTIUNITY SCORE  70%  NDUSTRY / MARKET ANALYSIS SCORE	<b> ≈</b>	Why This Matters
Very high degree of technological change		The lower the degree of technological change, the better the opportunity. The lower the degree of technological change, the less risk
High degree of technological change    Moderate degree of technological change	ANSV	
Moderate degree of technological change  Low degree of technological change  Very low degree of technological change  x² Show Your Work (shared)  Element Excellent  Percentile  OPPORTUNITY SOORE  70%  NDUSTRY / MARKET ANALYSIS SOORE		
Low degree of technological change  Very low degree of technological change  x² Show Your Work (shared)  How You Answered  Needs Improvement Excellent Percentile  OFFORTIUNTY SCORE  70%  NDUSTRY / MARKET ANALYSIS SCORE	<b>~</b>	High degree of technological change
Very low degree of technological change  x² Show Your Work (shared)  How You Answered  Needs Improvement Excellent Percentile  OPPORTIUNTY SOORE  70%  NDUSTRY / MARKET ANALYSIS SOORE		Vibrate degree of technological change
X2 Show Your Work (shared)  How You Answered  Needs Improvement Excellent Percentile  OPPORTIUNTY SCORE  70%  NDUSTRY / MARKET ANALYSIS SCORE		Low degree of technological change
How You Answered  Needs Improvement Excellent Percentile  OFFORTUNITY SCORE  NDUSTRY / MARKET ANALYSIS SCORE		Very low degree of technological change
Needs Improvement Excellent Percentile  OPPORTUNITY SCORE  T0%  INDUSTRY / MARKET ANALYSIS SCORE	X <sup>2</sup>	Show Your Work (shared)
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Needs Improvement Excellent Percentile  OPPORTUNITY SCORE  T0%  INDUSTRY / MARKET ANALYSIS SCORE		
OPPORTUNITY SCORE 70% INDUSTRY / MARKET ANALYSIS SCORE		How You Answered
INDUSTRY / MARKET ANALYSIS SOORE		·
	OPPOR	
	INDUST	RY / MARKET ANALYSIS SCORE 60%

40%

INDUS	TRY / MARKET: Competitor Concentration
<b>©</b>	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.
<b> ≈</b>	Why This Matters
	The less concentrated your potential market, the more "competitive" the industry, but the better the opportunity for a new entrant. The
ANSW	
	/ery high degree of competitor concentration (top 4 control >80% market share or largest controls >40% market share)
<b>✓</b> F	righ degree of competitor concentration (top 4 control 50 – 80% market share or largest controls 25 - 40%)
	Volderate degree of competitor concentration (top 4 control 25 - 50% market share or largest controls 15 - 25%)
	.cow 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
Needs	Improvement Excellent Percentile
OPPORT	UNITY SCORE 70%
INDUSTF	RY / MARKET ANALYSIS SCORE
	TIOD CONDENTED A TION SCORE
WIVHEI	ITOR CONCENTRATION SCORE 40%

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

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

70%

60%

INDUSTRY / MARKET ANALYSIS SCORE

COMPETITIVE RIVALRY SCORE

INDUS	TRY / MARKET: Supplier Concentration
Ŷ	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.
<b> ≈</b>	Why This Matters
	The less concentrated the suppliers in your potential market, the more "competitive" the suppliers and the better the opportunity. The
ANSV	AER
	Very high degree of supplier concentration (50% or more of the variable input costs are only available from a few suppliers each)
	High degree of supplier concentration (25 - 50% of the variable input costs are only available from a few suppliers each)
	Woderate degree of supplier concentration (10 - 25% of the variable input costs are only available from a few suppliers each)
	Low degree of supplier concentration (5 - 10% of the variable input costs are only available from a few suppliers each)
	Very low degree of supplier concentration (all inputs are readily available from an abundance of suppliers)
2	
x <sup>2</sup>	Show Your Work (shared)
	How You Answered
Needs	Improvement Excellent Percentile
OPPORT	UNITY SOORE 70%
INDUSTI	RY / MARKET ANALYSIS SCORE
	E CONCENTRATION SCORE
OUTTLE	R CONCENTRATION SCORE 60%

Ŷ	Key Principle
	Definition
	Definition
	The costs involved in switching from one supplier to another. The lower the switching costs, the better the opportunity.
<b> ~</b>	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 service in the switching costs, the easier it will be for you to negotiate favorable input costs for your product or service from among the service in the switching costs, the easier it will be for you to negotiate favorable input costs for your product or service from among the service in the switching costs, the easier it will be for you to negotiate favorable input costs for your product or service from among the service in the service favorable input costs for your product or service from among the service in the service favorable input costs for your product or service from among the service in the service favorable input costs for your product or service from among the service favorable input costs for your product or service from among the service favorable input costs for your product or service from among the service favorable input costs for your product or service from among the service favorable input costs for your product or service from a service favorable input costs for your product or y
NS	WER .
	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)
<b>/</b>	Very low supplier switching costs (<25% of total monthly supplier cost)
x²	Show Your Work (shared)
=	How You Answered
eds	s Improvement Excellent Percent
POF	RTUNITY SCORE 70%
DUS <sup>T</sup>	TRY / MARKET ANALYSIS SCORE 60%
IPPL	IER SWITCHING COSTS SCORE
	10070

- TODO	JCT / SERVICES: Unmet Needs Identification
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 of service.
	Sel vice.
<b> ~</b>	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
	The greater your ability to identify drifflet feeds, the better the opportunity. The greater your ability to identify drifflet feeds, the more
ANSW	
V	ery low ability to identify unmet needs
L	ow ability to identify unmet needs
٨	Obderate ability to identify unmet needs
<b>V</b> F	figh ability to identify unmet needs
\ \	ery high ability to identify unmet needs
x <sup>2</sup>	Show Your Work (shared)
	How You Answered
	mprovement Excellent Percentil
	JNTY SOORE
	70%
ODUC	T / SERVICES ANALYSIS SCORE  85%
METN	EEDS IDENTIFICATION SCORE  80%
	80%

0	Key Principle
	Definition
	The risk that the value proposition will not be easily understood, accepted and adopted by the potential customers.
<b> ~</b>	Why This Matters
	The more difficult it is to articulate the value proposition, the more complex the product or service, the more unsophisticated the
ANSW	AER
( )	Very high concept risk (new service/product + new pricing model + new to the industry)
	-ligh concept risk (new service/product + readily understood pricing + new to the industry)
	Vbderate concept risk (readily understood service/product + new pricing model + new to industry)
<b>✓</b> I	Low concept risk (readily understood service/product + readily understood pricing + new to industry)
	√ery low concept risk (readily understood service/product + readily understood pricing + current industry participant)
X <sup>2</sup>	Show Your Work (shared)
	How You Answered
Needs	Improvement Excellent Percentile
OPPORT	UNITY SCORE 70%
PRODUC	CT / SERVICES ANALYSIS SCORE 85%
CONCE	TRISK SCORE
30.100	80%

8	Key Principle
1	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.
<b>=</b>	Why This Matters
	The shorter the development time frame, the better the opportunity. The shorter the development time frame, the less the risk, the
SW	R.
٧	ery long development time frames (>2 years)
L	ong development time frames (1 - 2 years)
٨	obderate development time frames (6 months – 1 year)
S	hort development time frames (3 months – 6 months)
V	ery short development time frames (<3 months)
2	Show Your Work (shared)
	How You Answered
eds I	mprovement Excellent Perce
ORTI	UNITY SCORE 70%
DUC	T / SERVICES ANALYSIS SCORE 85%
	PMBNT TIME FRAME SCORE

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

TRODUCT / SERVICES ANALYSIS SCORE

185%

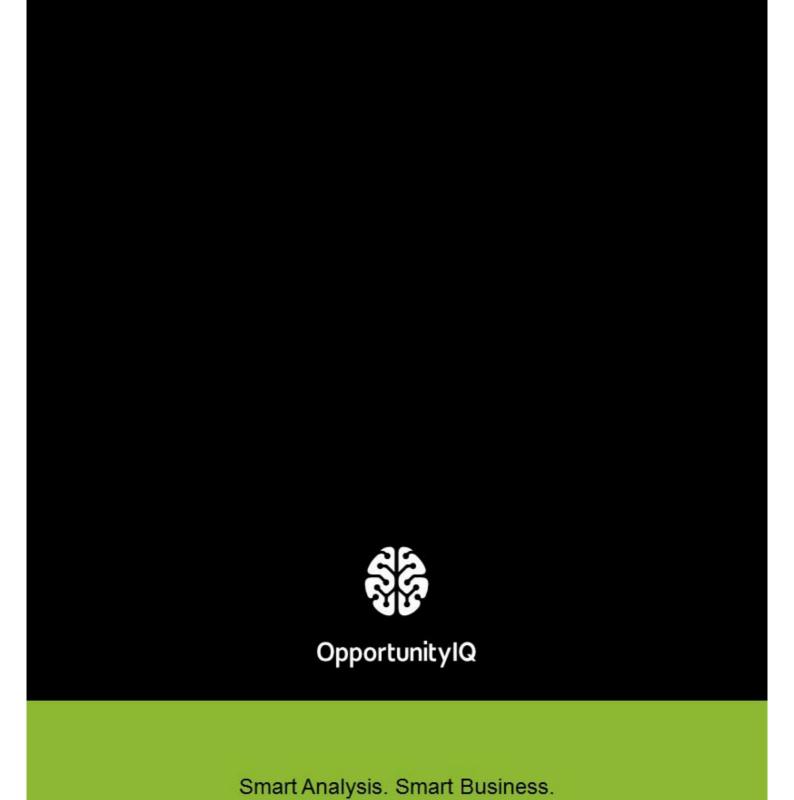
TECHNOLOGY LEVERAGE SCORE

Ŷ	Key Principle	
	Definition	
	The ability to identify the name and contact information of those potential customers in your addressable market.	
<b> ≈</b>	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	
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)	
x²	Show Your Work (shared)	
	How You Answered	
	Improvement Excellent Percentile	
	TUNITY SCORE	
	70%	
CUSTO	VER ANALYSIS SCORE 90%	
TARGET IDENTIFICATION SCORE		
	80%	

00310	MALIA. Customer Concentration
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.
<b> ≈</b>	Why This Matters
	The less concentrated the customers in your potential market, the more "competitive" the customers and the better the opportunity.
ANSW	R
	ery high degree of customer concentration (top 4 control >80% market share or largest controls >40% market share)
C F	igh degree of customer concentration (top 4 control 50 – 80% market share or largest controls 25 - 40%)
	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%)
_ v	'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)
X <sup>2</sup>	Show Your Work (shared)
	How You Answered
Needs I	mprovement Excellent Percentile
OPPORTI	INITY SCORE 70%
CUSTOM	ER ANALYSIS SCORE  90%
CUSTOM	ER CONCENTRATION SCORE
	80%

<b>©</b>	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.	
<b> ≈</b>	Why This Matters	
7	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		
Ver	ry low ability to identify in-market timing	
Lov	v ability to identify in-market timing	
	derate ability to identify in-market timing	
	h ability to identify in-market timing	
✓ Ver	ry high ability to identify in-market timing	
X <sup>2</sup>	Show Your Work (shared)	
	How You Answered	
	provement Excellent Percentile	
OPPORTUN	ITY SCORE 70%	
CUSTOME	RANALYSIS SCORE 90%	
N-MARKET	TIMING SCORE	

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.		
<b> ≈</b>	Why This Matters		
	Customers with high price sensitivity will exhibit purchasing behavior that is directly tied to pricing and affected by relatively small		
ANSW			
V	ery high degree of price sensitivity		
F	figh degree of price sensitivity		
N	/bderate degree of price sensitivity		
Low degree of price sensitivity			
<b>✓</b> ∨	/ery low degree of price sensitivity		
x <sup>2</sup>	Show Your Work (shared)		
	How You Answered		
Needs I	mprovement Excellent Percentile		
OPPORTI	UNITY SCORE 70%		
CUSTOMER ANALYSIS SCORE			
PRICE SENSITIVITY SCORE			
	100%		



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