

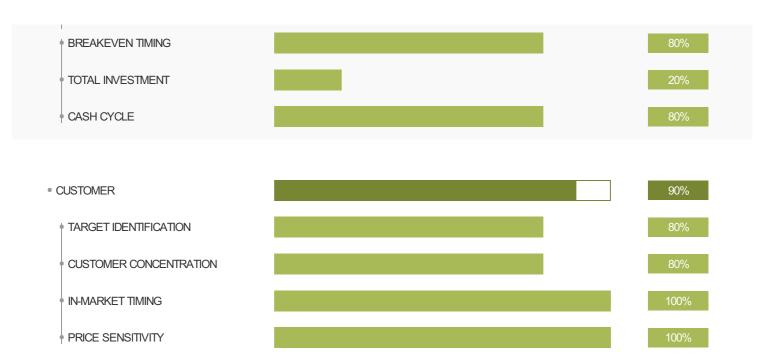
Opportunity Analysis July 1, 2014



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'	TRY / MARKET: Organic Growth
Ŷ	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	AR CONTRACTOR OF THE CONTRACTO
	Very low annual organic growth (<0%)
	Low annual organic growth (0 – 5%)
✓ N	Moderate annual organic growth (5 – 10%)
H	High annual organic growth (10 – 25%)
\	Very high annual organic growth (>25%)
X ²	Show Your Work (shared)
	How You Answered
Needs	Improvement Excellent Percentile
OPPORT	UNITY SOORE 70%
INDUSTF	RY / MARKET ANALYSIS SCORE

60%

60%

How You Answered

Needs Improvement Excellent Percentile

OPPORTIUNITY SCORE

TOW

INDUSTRY / MARKET ANALYSIS SCORE

SEASONALITY SCORE

60%

70%

80%

Excellent

Needs Improvement
OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

REGULATORY ENVIRONMENT SCORE

How You Answered

 Needs Improvement
 Excellent
 Percentile

 OPPORTUNITY SCORE
 70%

 INDUSTRY / MARKET ANALYSIS SCORE
 60%

 OTHER MACRO TRENDS SCORE
 60%

20%

Excellent

Needs Improvement

OPPORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

TOTAL INVESTMENT SCORE

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

60%

CASH CYCLE SCORE

80%

FINANCIAL ANALYSIS SCORE

BREAKEVEN TIMING SCORE

ADDRESSABLE MARKET SCORE

	TITT / IVALUALT. Addressable Ivaluet
©	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
ANSW	ER
	/ery small addressable market size (<\$5 million)
9 5	Small addressable market size (\$5 million - \$25 million)
	Vedium addressable market size (\$25 million - \$100 million)
	arge addressable market size (\$100 million - \$1 billion)
	/ery large addressable market size (>\$1 billion)
X ²	Show Your Work (shared)
	How You Answered
Veeds I	Improvement Excellent Percentil
OPPORTI	UNITY SCORE 70%
NDUSTR	Y//MARKET ANALYSIS SCORE

60%

40%

TECHNOLOGICAL CHANGE SCORE

INDUS	TRY / MARKET: Technological Change
©	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
✓ F	-ligh degree of technological change
	Voderate degree of technological change
	Low degree of technological change
\	√ery low degree of technological change
X ²	Show Your Work (shared)
	How You Answered
Needs	Improvement Excellent Percentile
OPPORT	UNITY SCORE 70%
INDUSTR	RY / MARKET ANALYSIS SCORE 60%

40%

INDUS	TRY / MARKET: Competitor Concentration
©	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
ANSW	
	/ery high degree of competitor concentration (top 4 control >80% market share or largest controls >40% market share)
V H	ligh degree of competitor concentration (top 4 control 50 – 80% market share or largest controls 25 - 40%)
	Voderate 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)
	,
x²	Show Your Work (shared)
	Have Var a Augusta d
	How You Answered
	Improvement Excellent Percentile
OPPORT	UNITY SCORE 70%
INDUSTF	2Y / MARKET ANALYSIS SOORE 60%
COMPET	ITOR CONCENTRATION SCORE
30.VI E1	40%

60%

Needs Improvement

OPPORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

FIXED ASSET INVESTMENT SCORE

Excellent

Needs Improvement

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

COMPETITIVE RIVALRY SCORE

Excellent

14000	TAT / IVAICALT. 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	ER
	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)
✓ N	/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 froma few suppliers each)
	ery low degree of supplier concentration (all inputs are readily available from an abundance of suppliers)
x²	Show Your Work (shared)
	How You Answered
Veeds I	mprovement Excellent Percentile
OPPORT	UNITY SCORE 70%
NDUSTR	Y / MARKET ANALYSIS SCORE 60%
SUPPLIE	R CONCENTRATION SCORE
	60%

How You Answered					
Needs Improvement	Excellent				Percentile
OPPORTUNITY SCORE]	70%	
INDUSTRY / WARKET ANALYSIS SOORE				60%	
SUPPLIER SWITCHING COSTS SCORE					

ACODOCT / SERVICES. Crimet Needs Identification	
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 pro service.	duct or
™ Why This Matters	
The greater your ability to identify unmet needs, the better the opportunity. The greater your ability to identify unmet needs, the median in the control of	iore
ANSWER	
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	
x ² Show Your Work (shared)	
How You Answered	
Needs Improvement Excellent F	Percentile
OPPORTUNITY SCORE 70%	
PRODUCT / SERVICES ANALYSIS SCORE	
NIVET NEEDS INDIVIDED ATION SCORE	
UNIVET NEEDS IDENTIFICATION SCORE 80%	

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

TO%

PRODUCT / SERVICES ANALYSIS SCORE

85%

CONCEPT RISK SCORE

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
ANSW	
\	/ery long development time frames (>2 years)
	ong development time frames (1 - 2 years)
	/bderate development time frames (6 months – 1 year)
	Short development time frames (3 months – 6 months)
✓ \	/ery short development time frames (<3 months)
x²	Show Your Work (shared)
	How You Answered
Veeds	improvement Excellent Percent
OPPORT	UNITY SCORE 70%
PRODUC	TT / SERVICES ANALYSIS SCORE 85%
DEVELO	PVENT TIME FRAME SCORE
	100%

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

TRODUCT / SERVICES ANALYSIS SCORE

185%

TECHNOLOGY LEVERAGE SCORE

80%

™ 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)						
x ² Show Your Work (shared)						

Needs Improvement Excellent Percentile OPPORTUNITY SCORE TOW TARGET IDENTIFICATION SCORE 80%

COOT	SMEIN. Gustomer Concentration
্ব	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.
ANSW	/IR
· ·	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%)
	Woderate degree of customer concentration (top 4 control 25 - 50% market share or largest controls 15 - 25%)
✓ I	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)
X ²	Show Your Work (shared)
	How You Answered
	Improvement Excellent Percentile
UHURI	UNITY SCORE 70%
CUSTON	/ER ANALYSIS SCORE
CUSTON	/ER CONCENTRATION SCORE

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)

How You Answered			
Needs Improvement	Excellent		Percentile
OPPORTUNITY SCORE		70%	
CUSTOMER ANALYSIS SCORE		90%	
IN-MARKET TIMING SCORE		100%	

How You Answered

Needs Improvement Excellent Percentile

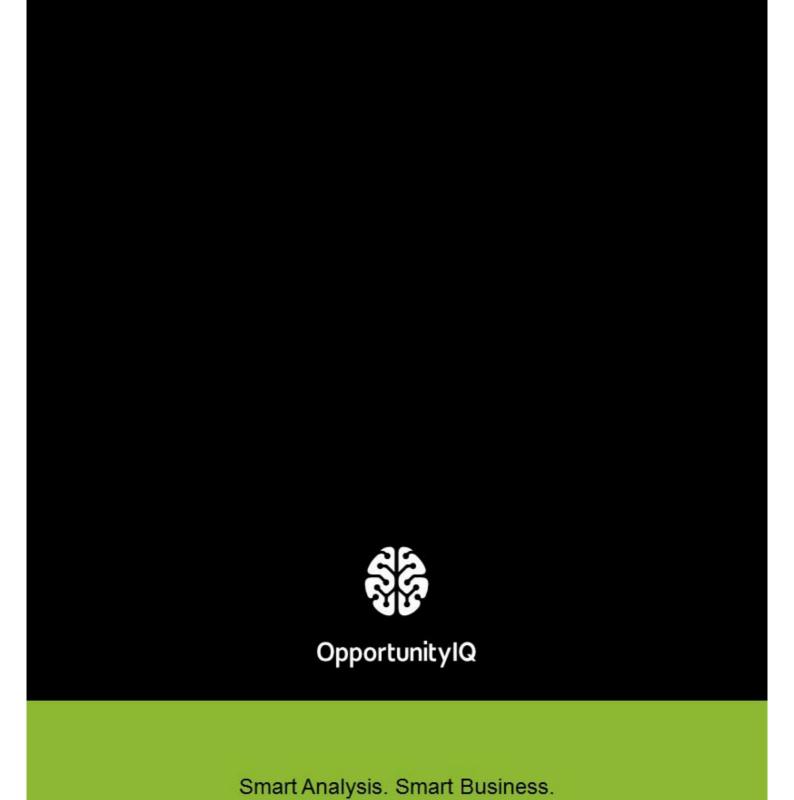
OPPORTUNITY SCORE

OUSTOMER ANALYSIS SCORE

90%

PRICE SENSITIVITY SCORE

100%



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