

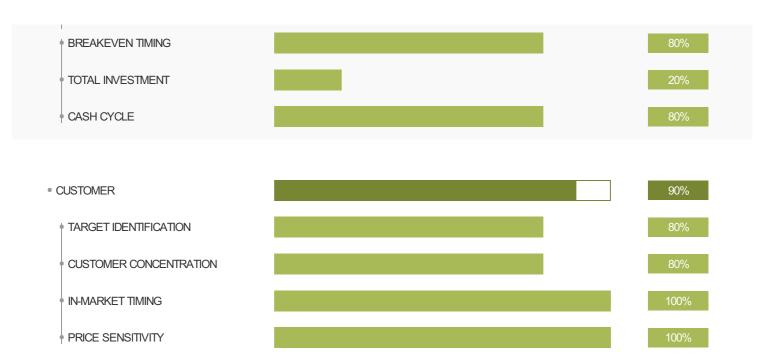
Opportunity Analysis July 1, 2014



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

INDUSTRY / MARKET: Organic Growth

0	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.
ANSV	
	Very low annual organic growth (<0%)
	Low annual organic growth (0 – 5%)
✓ I	Moderate annual organic growth (5 – 10%)
	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
	TUNITY SCORE
	70%
INDUSTR	RY / MARKET ANALYSIS SCORE 60%
ORGAN	IC GROWTH SCORE

How You Answered				
Needs Improvement	Excellent			Percentile
OPPORTUNITY SCORE]	70%	
INDUSTRY / MARKET ANALYSIS SCORE]	60%	
SEASONALITY SCORE]	60%	

©	Key Principle	
	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	
F-		
	The less the regulation, the less the potential for unfavorable laws being passed that curtail demand or that unnecessarily drive up costs.	
ANSW		
V	√ery high regulatory environment	
Н	Figh regulatory environment	
_ N	Voderate regulatory environment	
V L	Low regulatory environment	
V	√ery low or no regulatory environment	
x ²	Show Your Work (shared)	
^	Show rour Work (Shared)	
	How You Answered	
	Improvement Excellent	Percentile
OPPORTU	UNITY SCORE 70%	
INDUSTR	RY / MARKET ANALYSIS SCORE	
	60%	
REGULA"	TORY ENVIRONMENT SCORE 80%	

8	Key Principle				
	Definition				
-	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 vour product or service.				
ANSWE	R.				
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	avorable macro trends (1 trend that favorably affects the target market)				
v	'ery favorable macro trends (2 or 3 trends that favorably affect the target market)				
x²	Show Your Work (shared)				
	How You Answered				
Needs Ir	mprovement Excellent Percentile				
OPPORTU	INITY SCORE 70%				
NDUSTR'	Y / MARKET ANALYSIS SCORE				
	60%				
JINEK IV	ACRO TRENDS SCORE 60%				

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

TOTAL INVESTMENT SCORE

20%

How You Answ	ered		
Needs Improvement	Excellent		Percentile
OPPORTUNITY SCORE			70%
FINANCIAL ANALYSIS SCORE			1070
			60%
CASH CYCLE SCORE			80%

FINANCIAL: Breakeven Timing **∇** Key Principle Definition The amount of time it takes for your opportunity 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 opportunity. 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 (< one month) χ^2 Show Your Work (shared)

Percentile

80%

Needs Improvement

OPPORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

BREAKEVEN TIMING SCORE

Excellent

0	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.
ANSWE	R
V	ery small addressable market size (<\$5 million)
✓ Si	mall addressable market size (\$5 million - \$25 million)
M	edium addressable market size (\$25 million - \$100 million)
La	arge addressable market size (\$100 million - \$1 billion)
V	ery large addressable market size (>\$1 billion)
x²	Show Your Work (shared)
	How You Answered
	nprovement Excellent Percentile
OPPORTU	NTY SCORE 70%
NDUSTR\	/ / MARKET ANALYSIS SCORE 60%
ADDRESS	ABLE MARKET SCORE
	40%

INDUSTRY / 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 that technological innovation could render your product or service obsolete in a short period of time.
ANSWE	R
V	ery high degree of technological change
	gh degree of technological change
M	oderate degree of technological change
Lo	ow degree of technological change
V	ery low degree of technological change
x²	Show Your Work (shared)
	How You Answered
Needs Ir	nprovement Excellent Percentile
OPPORTU	INITY SCORE 70%
NDUSTRY	/ / MARKET ANALYSIS SCORE
TECHNOL	OGICAL CHANGE SCORE
	40%

NDUS	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 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	ER				
	/ery high degree of competitor concentration (top 4 control >80% market share or largest controls >40% market share)				
✓ F	ligh degree of competitor concentration (top 4 control 50 – 80% market share or largest controls 25 - 40%)				
	/bderate 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%)				
	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)				
	to your degree of composition constitution (top 1 are not admissible of constitution and co				
x²	Show Your Work (shared)				
	How You Answered				
leeds l	mprovement Excellent Percentile				
)PPORT	UNITY SCORE 70%				
NDUSTR	Y / MARKET ANALYSIS SCORE				
	60%				
OMPET	TTOR CONCENTRATION SCORE 40%				

©	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.				
ANSWE					
	ery large fixed asset investment required (>60% of the total investment amount)				
	arge fixed asset investment required (40 - 60% of the total investment amount)				
✓ N	/bderate fixed asset investment required (20 - 40% of the total investment amount)				
	Small fixed asset investment required (10 - 20% of the total investment amount)				
V	/ery small fixed asset investment required (<10% of the total investment amount)				
x²	Show Your Work (shared)				
	How You Answered				
Veeds In	mprovement Excellent Percentile				
OPPORTU	INITY SCORE 70%				
FINANCIA	AL ANALYSIS SCORE 60%				
TXED AS	SSET INVESTMENT SCORE				
	60%				

How fou Allswered				
Needs Improvement	Excellent			Percentile
OPPORTUNITY SCORE				
			70	0%
INDUSTRY / MARKET ANALYSIS SCORE				
			60	0%
COMPETITIVE RIVALRY SCORE				
			60	0%

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 suppliers.
 ~	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 the suppliers, the easier it will be for you to negotiate favorable raw materials or input costs for your product or service from suppliers that lack concentrated market power.
ANSW	R Commence of the commence of
	ery high degree of supplier concentration (50% or more of the variable input costs are only available from a few suppliers each)
_ F	figh degree of supplier concentration (25 - 50% of the variable input costs are only available from a few suppliers each)
✓ N	Obderate 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)
X ²	Show Your Work (shared)
	How You Answered
leeds I	mprovement Excellent Percentile
DPPORTI	UNITY SCORE 70%
NDUSTR	Y / MARKET ANALYSIS SCORE
	60%
SUPPLIE	R CONCENTRATION SCORE 60%

8	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	ligh supplier switching costs (100% - 200% of total monthly supplier cost)					
	/bderate supplier switching costs (50% - 100% of total monthly supplier cost)					
	ow supplier switching costs (25% - 50% of total monthly supplier cost)					
	Very low supplier switching costs (<25% of total monthly supplier cost)					
Y	ery low supplier switching costs (<25/60) total fronting supplier costy					
x²	Show Your Work (shared)					
	Show roul work (shared)					
	How You Answered					
Needs I	mprovement Excellent Percentile					
	UNITY SCORE					
	70%					
NDUSTR	Y / MARKET ANALYSIS SCORE 60%					
SUPPLIE	R SWITCHING COSTS SCORE					
	100%					

\$	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 customedemand, the easier it will be to acquire new customers and the easier it will be to grow your business.
NSW	
\	/ery low ability to identify unmet needs
١	ow ability to identify unmet needs
1	Obderate ability to identify unmet needs
ŀ	figh ability to identify unmet needs
\	ery high ability to identify unmet needs
x ²	Show Your Work (shared)
	How You Answered
eds	mprovement Excellent Percenti
PORT	UNITY SCORE 70%
DDUC	T / SERVICES ANALYSIS SCORE 85%
/ET N	JEEDS IDENTIFICATION SCORE
	80%

©	Key Principle
	Definition
	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 (DMJ) 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.
ANSWE	R
V	ery high concept risk (new service/product + new pricing model + new to the industry)
Н	igh concept risk (new service/product + readily understood pricing + new to the industry)
N	bderate concept risk (readily understood service/product + new pricing model + new to industry)
✓ Lo	ow concept risk (readily understood service/product + readily understood pricing + new to industry)
V	ery low concept risk (readily understood service/product + readily understood pricing + current industry participant)
X ²	Show Your Work (shared)
	How You Answered
Needs Ir	mprovement Excellent Percentile
OPPORTU	UNITY SCORE 70%
RODUCT	T/ SERVICES ANALYSIS SCORE
	85%
CONCEPT	RISK SOORE 80%

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.		
ANSW			
V	ery long development time frames (>2 years)		
	ong development time frames (1 - 2 years)		
N	bderate development time frames (6 months – 1 year)		
	Short development time frames (3 months – 6 months)		
	'ery short development time frames (<3 months)		
V	ay short development une maines (< montais)		
x²	Show Your Work (shared)		
	How You Answered		
	mprovement Excellent	Percentile	
OPPORTI	NITY SOORE 70%		
PRODUC	T/ SERVICES ANALYSIS SCORE		
	85%		
DEVELOF	PMENT TIME FRAME SCORE 100%		

RODC	OT / SERVICES. Technology Leverage
0	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.)
ANSWE	R
V	ery low technology leverage (technology can reduce <5% of the typical cost structure)
Lo	ow technology leverage (technology can reduce 5 – 10% of the typical cost structure)
M	oderate technology leverage (technology can reduce 10 – 15% of the typical cost structure)
✓ Hi	gh technology leverage (technology can reduce 15 – 20% of the typical cost structure)
V	ery high technology leverage (technology can reduce >20% of the typical cost structure)
x ²	Show Your Work (shared)
	How You Answered
Needs Ir	nprovement Excellent Percentile
OPPORTU	INITY SCORE 70%
RODUCT	/ SERVICES ANALYSIS SCORE
	85%
IECHNOL	OGY LEVERAGE SCORE 80%

♀ 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 growyour business.	
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)	
How You Answered	
Needs Improvement Excellent	Percentile
DEPORTUNITY SCORE 70%	
CUSTOMER ANALYSIS SCORE	
TARGET IDENTIFICATION SCORE	
80%	

©	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.		
ANSW	R		
	ery high degree of customer concentration (top 4 control >80% market share or largest controls >40% market share)		
	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	Low 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)		
x²	Show Your Work (shared)		
_	Haw Vey Anguaged		
	How You Answered		
	mprovement Excellent Percentile		
JHUKII	INITY SCORE 70%		
CUSTOM	ER ANALYSIS SCORE 90%		
CUSTOM	ER CONCENTRATION SCORE		
	80%		

	How You Answ	ered		
Needs Imp	rovement	Excellent		Percentile
OPPORTUNI	TY SCORE		700/	
CLIOTOL ED	ANALYGIO 000DE		70%	
CUSTOWER.	ANALYSIS SCORE		90%	
IN-MARKET	TIMING SCORE		100%	

	WILLY, FILE Sensitivity
©	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 price or price elasticity), 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, rather than less. The lower the price sensitivity of the customer. the better the opportunity. The lower the price sensitivity of the customer vou can invest in the customer relationship and the higher
ANSW	R
	ery high degree of price sensitivity
F	ligh degree of price sensitivity
	bderate degree of price sensitivity
	ow degree of price sensitivity
✓ V	/ery low degree of price sensitivity
x²	Show Your Work (shared)
	How You Answered
Needs I	mprovement Excellent Percentile
OPPORTI	INITY SOORE 70%
CUSTON	ER ANALYSIS SCORE 90%
PRICE SE	NSITIVITY SCORE
	100%



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