

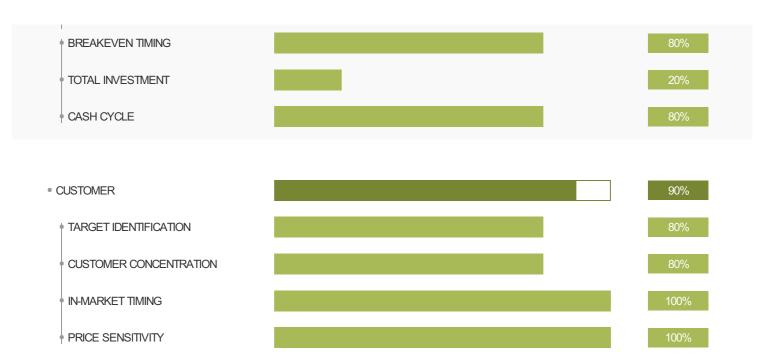
# **Opportunity Analysis** July 1, 2014



#### 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

INDUSTRY / 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.)	
<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	
ANSW		
(	Very low annual organic growth (<0%)	
	Low annual organic growth (0 – 5%)	
<b>✓</b> I	Moderate annual organic growth (5 – 10%)	
	High annual organic growth (10 – 25%)	
	Very high annual organic growth (>25%)	
x²	Show Your Work (shared)	
	How You Answered	
Needs	Improvement Excellent Percentile	
OPPORT	TUNITY SCORE 70%	
INDUSTR	RY / MARKET ANALYSIS SCORE	

60%

60%

60%

Excellent

Needs Improvement

OPPORTUNITY SCORE

SEASONALITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

70%

80%

Excellent

Needs Improvement
OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

REGULATORY ENVIRONMENT SCORE

60%

60%

Excellent

Needs Improvement

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

OTHER MACRO TRENDS SCORE

20%

Excellent

Needs Improvement

OPPORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

TOTAL INVESTMENT SCORE

Very efficient cash cycle (< 0 days)

x² Show Your Work (shared)

How You Answered

Needs Improvement Excellent Percentile

OFFORTIVITY SCORE

TO%

FINANCIAL ANALYSIS SCORE

60%

CASH CYCLE SCORE

80%

IDUSTRY / MARKET: Addressable Market	
■ 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.	ŧt
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	
ANSWER	
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 <sup>2</sup> Show Your Work (shared)	
How You Answered	
eeds Improvement Excellent Percent	ile
PPORTUNITY SCORE 70%	

60%

40%

INDUSTRY / MARKET ANALYSIS SCORE

ADDRESSABLE MARKET SCORE

TECHNOLOGICAL CHANGE SCORE

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 ris  ANSWER  Very high 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  The Now Your Work (shared)  How You Answered	1003	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 an exciting technology can cause large changes in market share shifting from one competitor to another.    Wity This Matters	Ŷ	Key Principle
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 ris  ANSWER  Very high degree of technological change  High degree of technological change  Low degree of technological change  Vory low degree of technological change  Very low degree of technological change  The WYou Answered  Show Your Work (shared)  The WYou Answered  Seeds Improvement Excellent Percentage Totals  Excellent Percentage Totals		Definition
The lower the degree of technological change, the better the opportunity. The lower the degree of technological change, the less ris  ANSWER  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  X² Show Your Work (shared)  The lower the degree of technological change  Percentage of technological change  The lower the degree of technological change  Note and the lower the degree of technological change  The lower the degree of technological change  Note and the lower the degree of technological change  The lower the degree of technological change  The lower the degree of technological change  Note and the lower the		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.
Very high degree of technological change  ✓ High 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   **Xa*** Show Your Work (shared)  ******  **How You Answered***  **Hew You Answered**  **Hew You Answered**  **Perce PORTUNTY SCORE**  **JONE***  **JONE***  **JONE**	<b> </b>	Why This Matters
Very high degree of technological change  High degree of technological change  Moderate degree of technological change  Low degree of technological change  Very low degree of technological change  ײ Show Your Work (shared)  ■ How You Answered  Beds Improvement Excellent Percurity Score  ###################################		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  Low degree of technological change  Very low degree of technological change  X² Show Your Work (shared)  How You Answered  eds Improvement Excellent Perce		
Moderate degree of technological change  Low degree of technological change  Very low degree of technological change  x² Show Your Work (shared)  How You Answered  eds Improvement Excellent  Perce  Perce  To%  USTRY / MARKET ANALYSIS SCORE		
Low degree of technological change  Very low degree of technological change  X² Show Your Work (shared)  How You Answered  eds Improvement Excellent Percentage  FORTUNITY SCORE  TO%  USTRY / MARKET ANALYSIS SOORE		
Very low degree of technological change  x² Show Your Work (shared)  How You Answered  eds Improvement Excellent Perce  PORTUNTY SCORE  T0%  USTRY / MARKET ANALYSIS SCORE		
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How You Answered  eds Improvement Excellent Perce  PORTUNITY SCORE  T0%  USTRY / MARKET ANALYSIS SCORE	'	ery low degree of technological change
eds Improvement Excellent Perce	x <sup>2</sup>	Show Your Work (shared)
PORTUNITY SCORE  TOWN  T		
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peds Improvement Excellent Perce		
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peds Improvement Excellent Perce		
PORTUNITY SOORE 70%  DUSTRY / MARKET ANALYSIS SOORE	Ħ	How You Answered
DUSTRY / MARKET ANALYSIS SCORE	eeds	Improvement Excellent Percen
DUSTRY / MARKET ANALYSIS SCORE	PORT	UNITY SCORE 70%
	DUSTF	RY / MARKET ANALYSIS SCORE

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> H	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%)	
	/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)	
,	rely low degree of competitor concentration (top 4 are not identifiable of control < 10% franket share and the largest is not identifiable of controls < 5% franket share)	
x²	Show Your Work (shared)	
	Have Van Augusta	
	How You Answered	
	mprovement Excellent Percentile	
UHUKT	UNITY SCORE 70%	
INDUSTF	Y / MARKET ANALYSIS SCORE 60%	
COMPET	ITOR CONCENTRATION SCORE	
	400/	

40%

#### How You Answered

 Needs Improvement
 Excellent
 Percentile

 OPPORTIUNITY SCORE
 70%

 FINANCIAL ANALYSIS SCORE
 60%

 FIXED ASSET INVESTIVENT SCORE
 60%

COMPETITIVE RIVALRY SCORE

## Needs Improvement Excellent Percentile OPPORTUNITY SCORE INDUSTRY / MARKET ANALYSIS SCORE SUPPLIER CONCENTRATION SCORE

60%

100%

Needs Improvement

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

SUPPLIER SWITCHING COSTS SCORE

Excellent

<b>©</b>	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 service.
<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
ANSWI	R.
V	ery low ability to identify unmet needs
L	ow ability to identify unmet needs
N	bderate ability to identify unmet needs
<b>V</b> H	igh ability to identify unmet needs
V	ery high ability to identify unmet needs
x²	Show Your Work (shared)
	How You Answered
eeds li	mprovement Excellent Perce
PPORTU	INITY SCORE 70%
RODUC	T/SERVICES ANALYSIS SCORE
	85%
<b>MET</b> N	EEDS IDENTIFICATION SCORE 80%

Needs Improvement

OPPORTUNITY SCORE

CONCEPT RISK SCORE

PRODUCT / SERVICES ANALYSIS SCORE

Excellent

The shorter the development time frame, the better the opportunity. The shorter the development time frame, the less the risk, the

ANSWER	
Very long development time frames (>2 years)	
Long development time frames (1 - 2 years)	
Moderate development time frames (6 months – 1 year)	
Short development time frames (3 months – 6 months)	
✓ Very short development time frames (<3 months)	
x <sup>2</sup> Show Your Work (shared)	

Needs Improvement Excellent Percentile

OPPORTUNITY SCORE

FRODUCT / SERVICES ANALYSIS SCORE

DEVELOPMENT TIME FRAME SCORE

100%

Needs Improvement

OPPORTUNITY SCORE

PRODUCT / SERVICES ANALYSIS SCORE

TECHNOLOGY LEVERAGE SCORE

Excellent

# Needs Improvement Excellent Percentile OPPORTUNITY SCORE CUSTOMER ANALYSIS SCORE TARGET IDENTIFICATION SCORE

00310	INIER. 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.
ANSWE	R.
V	ery high degree of customer concentration (top 4 control >80% market share or largest controls >40% market share)
Н	gh 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 Ir	nprovement Excellent Percentile
OPPORTU	NITY SCORE 70%
CUSTOM	FRANALYSIS SCORE
CI ICTO	90%
WDION	ER CONCENTRATION SCORE 80%

## **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

70%

90%

100%

Excellent

Needs Improvement

OPPORTUNITY SCORE

CUSTOMER ANALYSIS SCORE

IN-MARKET TIMING SCORE

Needs Improvement Excellent

Needs Improvement Excellent Percentile

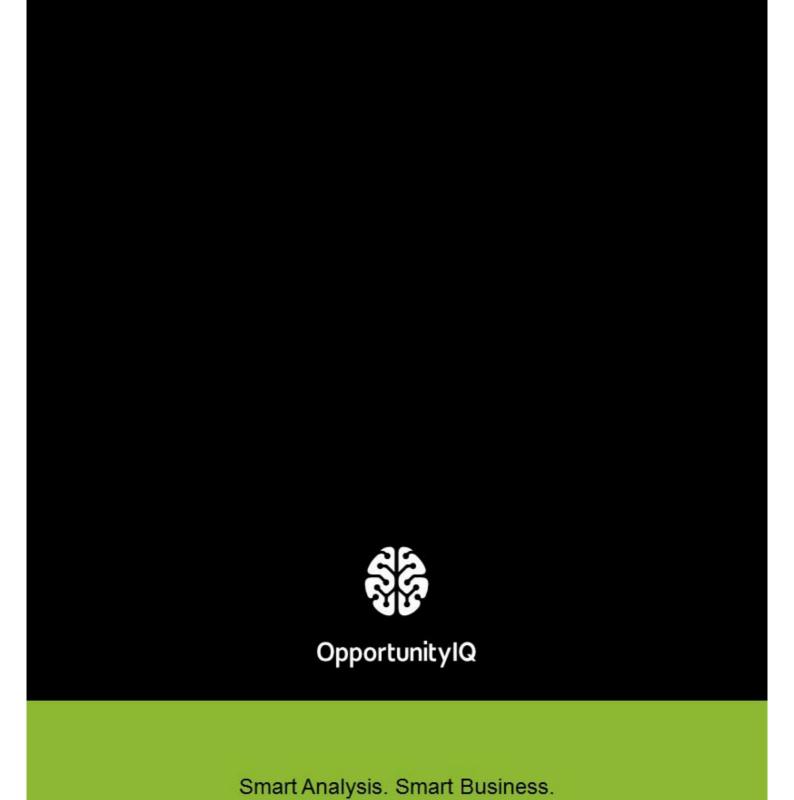
OPPORTIUNITY SCORE

TOWN

OUSTOMER ANALYSIS SCORE

PRICE SENSITIVITY SCORE

100%



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