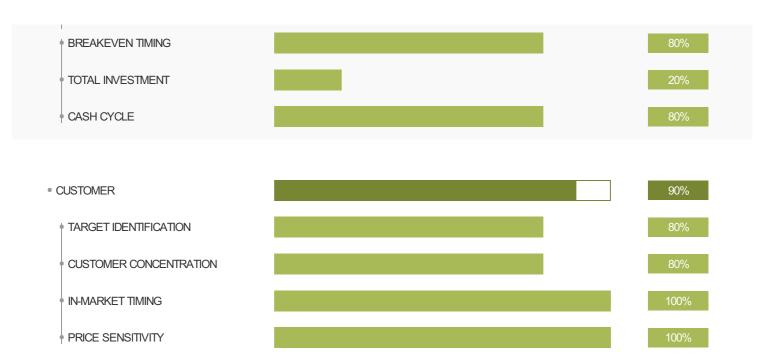
## Congratulations! Your Analysis Is Complete.

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
8	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
ANSV	VER
	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%)
x²	Show Your Work (shared)
	How You Answered
Needs	Improvement Excellent Percentile
OPPOR	TUNITY SCORE 70%
INDUSTI	RY / MARKET ANALYSIS SCORE

60%

# Show Your Work (shared) How You Answered Needs Improvement Excellent Percentile CPPORTUNITY SCORE TO% NDUSTRY / MARKET ANALYSIS SCORE SEASONALITY SCORE 60%

Percentile

70%

60%

80%

Excellent

Needs Improvement
OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

REGULATORY ENVIRONMENT SCORE

Ŷ	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.			
	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			
ANSWI				
V	/ery unfavorable macro trends (2 or 3 trends that negatively affect the target market)			
	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)			
	Very favorable macro trends (2 or 3 trends that favorably affect the target market)			
·	a y lavorable made a construction and a constructio			
2				
X <sup>2</sup>	Show Your Work (shared)			
	How You Answered			
Needs I	mprovement Excellent Percentile			
	UNITY SCORE			
	70%			
INDUSTR	Y / MARKET ANALYSIS SCORE 60%			
OTHERM	VACRO TRENDS SCORE			
	60%			

How You Answered

Needs Improvement Excellent Percentile

OFFORTUNITY SCORE

FINANCIAL ANALYSIS SCORE

TOTAL INVESTMENT SCORE

20%

Percentile

70%

60%

80%

Excellent

Needs Improvement
OPPORTUNITY SCORE

CASH CYCLE SCORE

FINANCIAL ANALYSIS SCORE

80%

BREAKEVEN TIMING SCORE

ADDRESSABLE MARKET SCORE

IINDOS	TRI / WARRET. 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)
	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)
E	How You Answered
Needs	Improvement Excellent Percentile
OPPORT	UNITY SOORE 70%
INDUSTI	RY / MARKET ANALYSIS SCORE
	60%

TECHNOLOGICAL CHANGE SCORE

NDUST	RY / MARKET: Technological Change
Ŷ	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.
<b> </b>	Why This Matters
	The lower the degree of technological change, the better the opportunity. The lower the degree of technological change, the less risk
ANSWE	${f R}$
V	ery high degree of technological change
<b>✓</b> H	gh degree of technological change
M	bderate degree of technological change
Lo	ow degree of technological change
V	ery low degree of technological change
X <sup>2</sup>	Show Your Work (shared)
	How You Answered
Veeds Ir	mprovement Excellent Percentile
)PPORTU	NITY SCORE
ארו וכדים/	70%  ( / MARKET ANALYSIS SCORE
	60%

<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	R
V	ery high degree of competitor concentration (top 4 control >80% market share or largest controls >40% market share)
<b>✓</b> H	igh degree of competitor concentration (top 4 control 50 – 80% market share or largest controls 25 - 40%)
N	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%)
V	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)
X <sup>2</sup>	Show Your Work (shared)
	How You Answered
Needs I	mprovement Excellent Percentile
OPPORTI	INITY SCORE 70%
INDLISTR	Y / MARKET ANALYSIS SCORE
. 20011	60%
COMPETI	TOR CONCENTRATION SCORE 40%

# Needs Improvement Excellent Percentile OFFORTUNITY SCORE FINANCIAL ANALYSIS SCORE FIXED ASSET INVESTMENT SCORE 60%

Needs Improvement

OPPORTUNITY SCORE

INDUSTRY / MARKET ANALYSIS SCORE

COMPETITIVE RIVALRY SCORE

Excellent

Percentile

<b>ND00</b>	TRY / IVAIRACET. 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
ANSW	ER
\(\begin{align*}  \text{	/ery high degree of supplier concentration (50% or more of the variable input costs are only available from a few suppliers each)
	ligh degree of supplier concentration (25 - 50% of the variable input costs are only available from a few suppliers each)
<b>✓</b> I	Volderate 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)
0	/ery low degree of supplier concentration (all inputs are readily available from an abundance of suppliers)
x²	Show Your Work (shared)
=	How You Answered
leeds	Improvement Excellent Percentile
PPORT	UNITY SCORE
IN ISTE	70%  Y / MARKET ANALYSIS SCORE
اسه	60%
SUPPLIE	R CONCENTRATION SCORE 60%

x² Show Your Work (shared)

How You Answered

Needs Improvement Excellent Percentile

OPPORTIUNITY SCORE

60%

100%

INDUSTRY / MARKET ANALYSIS SCORE

SUPPLIER SWITCHING COSTS SCORE

<b>©</b>	Key Principle	
	Definition	
	The ability to identify the target market's needs that are not currently being met or that are being un service.	der served by an existing product or
<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 better the opportunity. The greater your ability to identify unmet needs, the better the opportunity.	
ANSWE	WER	
V	Very low ability to identify unmet needs	
L	Low ability to identify unmet needs	
N	Moderate ability to identify unmet needs	
✓ H	High ability to identify unmet needs	
V	Very high ability to identify unmet needs	
X <sup>2</sup>	Show Your Work (shared)	
Ħ	How You Answered	
Needs Ir	s Improvement Excellent	Percentile
OPPORTU	RTUNITY SCORE	70%
RODUCT	JCT / SERVICES ANALYSIS SCORE	
N N CT N	NEEDS IDENTIFICATION SCORE	85%
JIVEI N	INEEDS ILLE VII FILA I ION SOURE	80%

<b>©</b>	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
ANSWE	R.
V	ery high concept risk (new service/product + new pricing model + new to the industry)
П	ligh 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 <sup>2</sup>	Show Your Work (shared)
	How You Answered
Needs Ir	mprovement Excellent Percentile
OPPORTU	INITY SOORE 70%
PRODUCT	T/ SERVICES ANALYSIS SCORE
COVICE	85%
	RISK SCORE 80%

<b>©</b>	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.
<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
NSV	
	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)
K <sup>2</sup>	Show Your Work (shared)
=	How You Answered
eds	Improvement Excellent Percen
PORT	TUNITY SCORE 70%
DDUC	CT / SERVICES ANALYSIS SCORE  85%
/且(	PRIENT TIME FRAME SCORE
	100%

How You Answere	ed				
Needs Improvement	Excellent			ī	Percentile
OPPORTUNITY SCORE					
				70%	
PRODUCT / SERVICES ANALYSIS SCORE				050/	_
				85%	
TECHNOLOGY LEVERAGE SCORE				80%	
				0078	

Needs Improvement Excellent Percentile

CPPORTUNITY SCORE

CUSTOMER ANALYSIS SCORE

TARGET IDENTIFICATION SCORE

80%

00310	MALIA. Customer Concentration
\$	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)
_ 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%)
\ \ \	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
	NITY SCORE
	70%
CUSTON	ER ANALYSIS SCORE 90%
CUSTOM	ER CONCENTRATION SCORE
_	80%

IN-MARKET TIMING SCORE

<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
	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
ANSW	
	/ery low ability to identify in-market timing
	Low ability to identify in-market timing
	Voderate ability to identify in-market timing
	ligh ability to identify in-market timing
	/ery high ability to identify in-market timing
x²	Show Your Work (shared)
	How You Answered
	Improvement Excellent Percentile
	UNITY SCORE
1 51 (1	70%
CUSTON	VER ANALYSIS SCORE 90%

ु	Key Principle			
	Definition			
	The awareness of the c service.	sustomer to what they perceive to be the range of prices within which they will buy a particular product or		
<b> ≈</b>	Why This Matters			
	Customers with high pri	ice sensitivity will exhibit purchasing behavior that is directly tied to pricing and affected by relatively small	-	
ANSW	₽			
V	Very high degree of price sensitivity			
High degree of price sensitivity				
N	Moderate degree of price sensitivity			
	Low degree of price sensitivity			
<b>✓</b> ∨	Very low degree of price sensitivity			
x²	Show Your Work (shar	red)		
	How You Answered			
Needs I	mprovement	Excellent Per	centile	
OPPORTUNITY SCORE				
O ISTOM	70%			
WI COVI	USTOMER ANALYSIS SCORE  90%			
PRICE SENSITIVITY SCORE				