## Pickle Me Timbers



July 31, 2014

Opportunity Analysis

## Congratulations! Your Analysis Is Complete.

Below is the summary of your results.

## 70% Summary - Overall Opportunity Score **Analysis Score Needs Improvement** Excellent Percent 70% OVERALL OPPORTUNITY INDUSTRY / MARKET \* ADDRESSABLE MARKET ORGANIC GROWTH TECHNOLOGICAL CHANGE SEASONALITY REGULATORY ENVIRONMENT OTHER MACRO TRENDS COMPETITOR CONCENTRATION COMPETITIVE RIVALRY SUPPLIER CONCENTRATION SUPPLIER SWITCHING COSTS FINANCIAL 60% TOTAL INVESTMENT FIXED ASSET INVESTMENT CASH CYCLE BREAKEVEN TIMING 85% • PRODUCT / SERVICES UNIMET NEEDS IDENTIFICATION CONCEPT RISK

DEVELOPMENT TIME FRAME	100%
TECHNOLOGY LEVERAGE	80%
• CUSTOMER	90%
TARGET IDENTIFICATION	80%
CUSTOMER CONCENTRATION	80%
IN-MARKET TIMING	100%
PRICE SENSITIVITY	100%

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 business as a rising tide lifts all boats.			
ANSW				
	Very low annual organic growth (<0%)			
	Low annual organic growth (0 – 5%)			
	Woderate annual organic growth (5 – 10%)			
	High annual organic growth (10 – 25%)			
	Very high annual organic growth (>25%)			
	How You Answered			
Needs	Improvement Excellent Percentile			
OPPORT	UNITY SOORE			
	70%			
INDUSTR	RY / MARKET ANALYSIS SCORE 60%			
ORGANI	C GROWTH SCORE			
	60%			

8	Key Principle		
	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.		
100	What This Mattern		
~	Why This Matters		
	The less the seasonality, the better the opportunity. The less the seasonality, the more the potential for consistently higher asset utilization and consistent earnings.		
ANSW			
\(\begin{align*}  \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	ery high seasonality (ability to produce or market demand < 3 months per year)		
F	igh seasonality (ability to produce or market demand 3 – 6 months per year)		
	bderate seasonality (ability to produce or market demand 6 – 9 months per year)		
l l	buerate seasonality (ability to produce or market demand o – 9 months per year)		
	ow seasonality (ability to produce or market demand 9 – 12 months per year)		
	ery low or no seasonality (ability to produce or market demand 12 months per year)		
	How You Answered		
Needs I	mprovement Excellent Percentile		
	NITY SCORE		
CHTCKI	70%		
INDUSTR	Y / MARKET ANALYSIS SCORE		
	60%		
SEASON	ALITY SCORE		
	60%		

0	Key Principle	
	Definition	
	The extent to which the target industry is subject to government regulation. Generally, the less the regulation, the better the opportunity.	
<b> ≈</b>	Why This Matters	
	The less the regulation, the less the potential for unfavorable laws being passed that curtail demand or that unnecessarily drive up costs.	
	The less the regulation, the less the potential for dilitar datale laws being passed that Cultail de hall to think dillinecessality drive up costs.	
ANSW	MER.	
	Very high regulatory environment	
	High regulatory environment	
	Moderate regulatory environment	
V I	Low regulatory environment	
	Very low or no regulatory environment	
	How You Answered	
Needs	: Improvement Excellent	Percentile
	ITUNITY SCORE	
		70%
INDUSTF	RY / MARKET ANALYSIS SCORE	60%
REGULA	ATORY ENVIRONMENT SCORE	80%
		00/6

0	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 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 your product or service.		
ANSW	ER CONTROL OF THE CON		
	/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)		
<b>✓</b> N	keutral macro trends (no identifiable trends that affect the target market)		
F	Cavorable macro trends (1 trend that favorably affects the target market)		
	/ery favorable macro trends (2 or 3 trends that favorably affect the target market)		
	How You Answered		
Needs I	mprovement Excellent Percentile		
OPPORTI	UNITY SCORE 70%		
INDUSTR	Y / MARKET ANALYSIS SCORE 60%		
DTHER MACRO TRENDS SCORE			
	60%		

The total size of the investment or capital required to buy or build the company, fully develop the opportunity or fully fund the business plan.  Withy This Matters  The smaller the total investment amount required, the better the opportunity. The smaller the total investment amount required, the more likely the opportunity will get funded (either by your personal resources or other investors), the more likely the entreprensur will retain control and the less the risk for the entreprensur and investors.  ANSWER  Very large total investment amount required (>500% of entrepreneur's liquid capital)  Large total investment amount required (50 - 100% of entrepreneur's liquid capital)  Moderate total investment amount required (50 - 50% of entrepreneur's liquid capital)  Small total investment amount required (<25% of entrepreneur's liquid capital)  Very small total investment amount required (<25% of entrepreneur's liquid capital)  Experiment the fundament of the preneur's liquid capital)  Provious Answered  Receds Improvement Excellent Percentile  Percentile  Provious ANALYSIS SCORE	8	Key Principle
The total size of the investment or capital required to buy or build the company, fully develop the opportunity or fully fund the business plan.  Why This Matters  The smaller the total investment amount required, the better the opportunity. The smaller the total investment amount required, the more likely the opportunity will get funded (either by your personal resources or other investors), the more likely the entrepreneur will retain control and the less the risk for the entrepreneur and investors.  ANSWER  Very large total investment amount required (>500% of entrepreneur's liquid capital)  Large total investment amount required (50 - 100% of entrepreneur's liquid capital)  Moderate total investment amount required (25 - 50% of entrepreneur's liquid capital)  Small total investment amount required (<25% of entrepreneur's liquid capital)  Very small total investment amount required (50 - 50% of entrepreneur's liquid capital)  Whow You Answered  Excellent  Percentile  PRORTUNTY SCORE		
Why This Matters  The smaller the total investment amount required, the better the opportunity. The smaller the total investment amount required, the more likely the opportunity will get funded (either by your personal resources or other investors), the more likely the entreperature will retain control and the less the risk for the entreperature and investors.  ANSMER  Very large total investment amount required (>500% of entrepreneur's liquid capital)  Large total investment amount required (100 - 500% of entrepreneur's liquid capital)  Moderate total investment amount required (50 - 100% of entrepreneur's liquid capital)  Small total investment amount required (<25 - 50% of entrepreneur's liquid capital)  Very small total investment amount required (<25% of entrepreneur's liquid capital)  How You Answered  leeds Improvement Excellent Percentile  Percentile  PRORILITY SOORE		Definition
The smaller the total investment amount required, the better the opportunity. The smaller the total investment amount required (either by your personal resources or other investors), the more likely the entrepreneur will retain control and the less the risk for the entrepreneur and investors.  ANSWER  Very large total investment amount required (>500% of entrepreneur's liquid capital)  Large total investment amount required (100 - 500% of entrepreneur's liquid capital)  Moderate total investment amount required (50 - 100% of entrepreneur's liquid capital)  Small total investment amount required (25 - 50% of entrepreneur's liquid capital)  Very small total investment amount required (<25% of entrepreneur's liquid capital)  Wery small total investment amount required (<25% of entrepreneur's liquid capital)  FORTILNITY SOORE  70%  NANDAL ANALYSIS SOORE		The total size of the investment or capital required to buy or build the company, fully develop the opportunity or fully fund the business plan.
ANSWER  Very large total investment amount required (>500% of entrepreneur's liquid capital)  Large total investment amount required (100 - 500% of entrepreneur's liquid capital)  Noderate total investment amount required (50 - 100% of entrepreneur's liquid capital)  Small total investment amount required (25 - 50% of entrepreneur's liquid capital)  Very small total investment amount required (25 - 50% of entrepreneur's liquid capital)  When total investment amount required (25 - 50% of entrepreneur's liquid capital)  Very small total investment amount required (<25% of entrepreneur's liquid capital)  Flow You Answered  Leeds Improvement Excellent  Percentile  Percentile  Percentile	<b> </b>	Why This Matters
Very large total investment amount required (>500% of entrepreneur's liquid capital)  Large total investment amount required (100 - 500% of entrepreneur's liquid capital)  Moderate total investment amount required (50 - 100% of entrepreneur's liquid capital)  Small total investment amount required (25 - 50% of entrepreneur's liquid capital)  Very small total investment amount required (<25% of entrepreneur's liquid capital)  How You Answered  leeds Improvement Excellent Percentile		
Large total investment amount required (100 - 500% of entrepreneur's liquid capital)  Moderate total investment amount required (50 - 100% of entrepreneur's liquid capital)  Small total investment amount required (25 - 50% of entrepreneur's liquid capital)  Very small total investment amount required (<25% of entrepreneur's liquid capital)  How You Answered  Jeeds Improvement Excellent Percentile  Percentile  PRORTUNITY SCORE	ANSW	AER
Moderate total investment amount required (50 - 100% of entrepreneur's liquid capital)  Small total investment amount required (25 - 50% of entrepreneur's liquid capital)  Very small total investment amount required (<25% of entrepreneur's liquid capital)  How You Answered  Leeds Improvement Excellent Percentile  Percentile  NANCIAL ANALYSIS SCORE	<b>/</b>	Very large total investment amount required (>500% of entrepreneur's liquid capital)
Small total investment amount required (25 - 50% of entrepreneur's liquid capital)  Very small total investment amount required (<25% of entrepreneur's liquid capital)  How You Answered  leeds Improvement Excellent Percentile  PARTIUNITY SCORE  70%		Large total investment amount required (100 - 500% of entrepreneur's liquid capital)
Very small total investment amount required (<25% of entrepreneur's liquid capital)     How You Answered   leeds Improvement Excellent   PPORTUNITY SCORE     NANCIAL ANALYSIS SOORE		Vbderate total investment amount required (50 - 100% of entrepreneur's liquid capital)
How You Answered    leeds Improvement		Small total investment amount required (25 - 50% of entrepreneur's liquid capital)
leeds Improvement Excellent Percentile  PEPORTUNITY SCORE  70%  INANCIAL ANALYSIS SCORE	'	Very small total investment amount required (<25% of entrepreneur's liquid capital)
PPORTUNITY SCORE  70%  INANCIAL ANALYSIS SCORE		How You Answered
NANCIAL ANALYSIS SCORE	Needs	Improvement Excellent Percentile
	OPPORT	
	-INANO	AL ANALYSIS SCORE

20%

TOTAL INVESTMENT SCORE

8	Key Principle
	Definition
	The average amount of elapsed time between when you experience the costs of the product or service you are delivering and when you collect from your customer for the product or service.
<b> ≈</b>	Why This Matters
	The more efficient the cash cycle (the faster you get paid), the better the opportunity. The more efficient the cash cycle, the more cash flow is generated and the less the need for external financing for working capital and growth.
ANSWE	<b>₹</b>
V	ery inefficient cash cycle (> 30 days)
_ In	efficient cash cycle (15 – 30 days)
_ N	bderate cash cycle (1 – 15 days)
<b>✓</b> B	fficient cash cycle (0 days)
V	'ery efficient cash cycle (< 0 days)
	How You Answered
Needs Ir	mprovement Excellent Percentile
OPPORTU	UNITY SCORE 70%
FINANCIA	AL ANALYSIS SCORE 60%
CASH CY	'CLE SCORE
	80%

0	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.	
<b> ≈</b>	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.	
ANSW		
	Very long breakeven timing (> one year)	
	Long breakeven timing (six months – one year)	
	Moderate breakeven tining (three months – six months)	
<b>✓</b> 5	Short breakeven timing (one month – three months)	
	Very short breakeven timing (< one month)	
	How You Answered	
Needs	Improvement Excellent	Percentile
OPPORT	TUNITY SCORE 70%	
FINANCI	DIAL ANALYSIS SCORE	
DDEAME	EVEN TIMING SCORE	
DINLAINL	80%	

8	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

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.

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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.

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)	
How You Answered	
Needs Improvement Excellent	Percentile
OPPORTUNITY SCORE	700/
	70%
INDUSTRY / MARKET ANALYSIS SCORE	60%
ADDRESSABLE MARKET SCORE	
	40%

0	Key Principle						
	Definition						
	The extent to which technology one competitor to another.	plays a major role in shaping the ma	arket conditions and the comp	oetitive landscape; where a ne	wand exciting technology car	n cause large changes in markel	: share shifting from
<b> ≈</b>	Why This Matters						
	The lower the degree of techno in a short period of time.	logical change, the better the opportu	inity. The lower the degree of	technological change, the less	s risk that technological innov	ration could render your product	or service obsolete
ANSW	<b>E</b> R						
	ery high degree of technolo	gical change					
<b>∞</b> ⊦	ligh degree of technological	change					
N	Voderate degree of technolog	gical change					
	Low degree of technological	change					
	ery low degree of technolo	gical change					
	How You Answer	ed					
Needs I	Improvement	Excellent					Percentile
OPPORT	UNITY SCORE					70%	
INDLISTR	RY / MARKET ANALYSIS SOO	DRE				1078	
INDCO II	T / IVAI VLI AIVALTOIO OCC	71 V.				60%	
TECHNO	LOGICAL CHANGE SCORE					40%	
						4070	

\$	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 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.
ANSV	
	Very high degree of competitor concentration (top 4 control >80% market share or largest controls >40% market share)
<b>✓</b>	High degree of competitor concentration (top 4 control 50 – 80% market share or largest controls 25 - 40%)
	Moderate degree of competitor concentration (top 4 control 25 - 50% market share or largest controls 15 - 25%)
	Low 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)
	How You Answered
Needs	Improvement Excellent Percentile
OPPORT	TUNITY SCORE 70%
INDUSTR	RY / MARKET ANALYSIS SCORE
001 555	60%
COMPE	TITOR CONCENTRATION SCORE 40%

8	Key Principle
	Definition
	The total size of the investment required to assemble the fixed assets needed to operate the business.
<b>P</b>	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.
ANSW	ER.
	/ery large fixed asset investment required (>60% of the total investment amount)
	arge fixed asset investment required (40 - 60% of the total investment amount)
	Voderate fixed asset investment required (20 - 40% of the total investment amount)
	Small fixed asset investment required (10 - 20% of the total investment amount)
	/ery small fixed asset investment required (<10% of the total investment amount)
	How You Answered
NI I-	
	Improvement Excellent Percentile
OPPORT	UNITY SCORE 70%
FINANCI	AL ANALYSIS SCORE
	60%
FIXED AS	SSET INVESTMENT SCORE 60%

0	Key Principle
	Definition
	The intensity with which the target industry competitors compete with each other over customers.
<b> ~</b>	Why This Matters
	The less the competitive rivalry, the better the opportunity. The less the competitive rivalry, the higher the margins tend to be in the industry as competitors invest in their current customers rather than fighting over them.
ANSWE	R
V	ery high competitive rivalry (> 15% customer churn)
Н	gh competitive rivalry (10% - 15% customer churn)
	oderate competitive rivalry (5% - 10% customer churn)
Lo	ow competitive rivalry (2.5% - 5% customer churn)
V	ery low competitive rivalry (< 2.5% customer churn)
	How You Answered
Needs Ir	mprovement Excellent Percentile
OPPORTU	NITY SCORE 70%
INDUSTR\	/ / MARKET ANALYSIS SCORE
	60%
COMPETITI	TVERVALRY SOORE 60%

8	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>20</b>	Why This Matters
r-	Why Internation
	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	ER CONTROLLED TO THE
	/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)
	Voderate 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)
	/ery low degree of supplier concentration (all inputs are readily available from an abundance of suppliers)
=	How You Answered
Needs I	Improvement Excellent Percentile
OPPORTI	UNITY SCORE
	70%
INDUSTR	RY / 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.
<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 various suppliers with the real threat of switching to a different supplier and without being held captive by your current supplier.
ANSW	
	Very high supplier switching costs (>200% of total monthly supplier cost)
	ligh supplier switching costs (100% - 200% of total monthly supplier cost)
	Voderate supplier switching costs (50% - 100% of total monthly supplier cost)
	Low supplier switching costs (25% - 50% of total monthly supplier cost)
\[   \left\)	/ery low supplier switching costs (<25% of total monthly supplier cost)
	How You Answered
Needs	Improvement Excellent Percentile
OPPORT	UNITY SCORE
II IDI 1077	70%
INDUSTR	RY / MARKET ANALYSIS SCORE 60%
SUPPLIE	R SWITCHING COSTS SCORE
	100%

8	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.
<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 precisely you can design your product or service to meet the customer demand, the easier it will be to acquire new customers and the easier it will be to grow your business.
ANIOM	
ANSW	
( ) V	ery low ability to identify unmet needs
	ow ability to identify unmet needs
V	Abderate ability to identify unmet needs
<b>✓</b> F	ligh ability to identify unmet needs
V	/ery high ability to identify unmet needs
	How You Answered
Needs I	mprovement Excellent Percentile
OPPORTI	UNITY SCORE
	70%
PRODUC	TT / SERVICES ANALYSIS SCORE 85%
UNIVELIN	IEEDS IDENTIFICATION SCORE

\$	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 understanding of the customer decision making unit (DMU) 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.						
ANSW							
	/ery high concept risk (new service/product + new pricing model + new to the industry)						
	High concept risk (new service/product + readily understood pricing + new to the industry)						
	/bderate concept risk (readily understood service/product + new pricing model + new to industry)						
✓ L	ow concept risk (readily understood service/product + readily understood pricing + new to industry)						
	Very low concept risk (readily understood service/product + readily understood pricing + current industry participant)						
=	How You Answered						
Needs I	mprovement Excellent Percentile						
OPPORT	UNITY SCORE 70%						
PRODUC	T / SERVICES ANALYSIS SCORE 85%						
CONCEP	TRISK SCORE						
	<i>50 /6</i>						

\$	Key Principle			
	Definition			
	The total time that it take	s 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 developm	ent time frame, the better the opportunity. The shorter the development time frame, the less t	he risk, the lower the investment and the lower the development effort.	
ANSV	MER .			
	Very long development t	ne frames (>2 years)		
	Long development time f	ames (1 - 2 years)		
	Woderate development ti	me frames (6 months – 1 year)		
	Short development time f	rames (3 months – 6 months)		
	Very short development	time frames (<3 months)		
	How You Ans	wered		
Needs	Improvement	Excellent		Percentile
OPPORT	TUNITY SCORE		70%	
PRODUC	CT / SERVICES ANALYSI	S SOORE		
			85%	
DEVELO	PIVENT TIME FRAME SO	RE	100%	

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.)					
ANSW	R.					
	ery low technology leverage (technology can reduce <5% of the typical cost structure)					
	ow technology leverage (technology can reduce 5 – 10% of the typical cost structure)					
	Mbderate technology leverage (technology can reduce 10 – 15% of the typical cost structure)					
<b>✓</b> F	→ High technology leverage (technology can reduce 15 – 20% of the typical cost structure)					
	'ery high technology leverage (technology can reduce >20% of the typical cost structure)					
	How You Answered					
Needs I	mprovement Excellent Percentile					
OPPORTI	INTY SCORE					
	70%					
HRODUC	T/SERVICES ANALYSIS SCORE 85%					
TECHNO	LOGY LEVERAGE SCORE					
	80%					

8	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 better the chances of being able to grow your business.	
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)	
	How You Answered	
Needs	s Improvement Excellent F	Percentile
OPPORT	TUNITY SCORE 70%	
CUSTON	OMER ANALYSIS SOORE	
	90%	
TARGE	ET IDENTIFICATION SCORE  80%	
TARGE	ET IDENTIFICATION SCORE	
TARGE	ET IDENTIFICATION SCORE	=
TARGE	ET IDENTIFICATION SCORE	
TARGE	ET IDENTIFICATION SCORE	
TARGE	ET IDENTIFICATION SCORE	-

8	Key Principle						
	Definition						
_	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. The less concentrated the customers, the easier it will be for you to negotiate favorably with customers that lack concentrated market power.						
ANSWE	R						
V	ery high degree of customer concentration (top 4 control >80% market share or largest controls >40% market share)						
С	gh degree of customer concentration (top 4 control 50 – 80% market share or largest controls 25 - 40%)						
U	gracyree or customs concentration (top + control to - 60 / o mainer shalle or largest controls 20 - 40 / o)						
M	oderate degree of customer concentration (top 4 control 25 - 50% market share or largest controls 15 - 25%)						
✓ 1	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)						
=	How You Answered						
	Tow Tou Allswelled						
Needs Ir	nprovement Excellent Percentile						
OPPORTU	INITY SCORE						
	70%						
CUSTOME	R ANALYSIS SCORE						
	90%						
CUSTOME	R CONCENTRATION SCORE 80%						
	3070						

8	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 better the chances of being able to grow your business.
ANSW	R.
	ery low ability to identify in-market timing
	ow ability to identify in-market timing
	bderate ability to identify in-market timing
Н	igh ability to identify in-market timing
V	ery high ability to identify in-market timing
	How You Answered
leeds l	mprovement Excellent Percentile
)PPORTI	INITY SCORE 70%
CUSTOM	ER ANALYSIS SCORE
LIMARKI	ET TIMNG SCORE
4107 (1 4 (	100%

<b>©</b>	Key Principle						
	Definition						
	The awareness of the cus	tomer to what they perceive to be the ran	nge of prices within which they will buy	/ a particular product or service.			
<b> ≈</b>	Why This Matters						
	whereas customers with l	sensitivity will exhibit purchasing behavic ow price sensitivity (inelastic price or price e customer, the better the opportunity . Th jin.	e inelasticity) will exhibit behavior that	is either not linked to price or will act	tually buy more as the price	goes up, rather than less. The	lower
ANSWE	₽R						
V	ery high degree of pric	e sensitivity					
Н	ligh degree of price sen	sitivity					
_ N	/bderate degree of price	esensitivity					
	ow degree of price ser	sitivity					
<b>✓</b> ∨	ery low degree of price	esensitivity					
	How You Ans	wered					
Needs Ir	mprovement	Excellent				Pero	entile
OPPORTU	JNITY SCORE						
						70%	
CUSTOM	ER ANALYSIS SCORE					90%	
PRICE SE	NSITIVITY SCORE				_	4000/	
						100%	



## Theory+Practice, LLC

Opportunity Analysis

JULY 31, 2014