

Scale: (H)igh (M)edium (L)ow	Opportunity 1	Opportunity 2	Opportunity 3	Opportunity 4
Market Size				
Market Growth Rate				
Difficulty of Entering the Market				
Market Attractiveness (Potential ROI)				
Level of Certainty About the Market				
Competitor Strength				
Risk Level				
Capabilities to Execute				
Overall Opportunity Attractiveness				

To complete the Market Opportunity Assessment you will need to first identify one or more opportunities to assess. You can then score each of the opportunities on a simple scale. For each item, you will score its impact as High, Medium or Low.

If you feel that additional categories should be added for scoring you can list the items in the empty rows. After you have scored each part of the opportunity, give it an overall score.

This worksheet is meant to provide you a framework for an initial evaluation of opportunities to make an assessment of whether you wish to proceed further in your more detailed evaluation of an opportunity.

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