## **OPPORTUNITY EVALUATION** Idea Mission Opportunity O..... **PURPOSE AND VALUES** VALUE CREATION - THE OFFER • What is the purpose of your group enterprise? • What value are you creating for the participants? • What values guide how you operate • What product/service are you offering? • How will it address it (them)? TARGET USERS • What problem(s) / issue does it address • Who are the participants etc? **PARTNERS ENTREPRENEURIAL MISSION TEAM** • Existing skills and capabilities / strengths : • Gaps in required skills and capabilities • Who else will you need to work with on this? (external to the team) What contacts and relationships do you already have? FINANCIAL **KEY RESOURCES** · Are there other funding streams? : · What major costs will **SUSTAINABILITY** • What resources will you need to make this happen? this enterprise incur? • How will revenue be generated? **EVALUATION** WHY MIGHT IT FAIL? **ENTERPRISE SUCCEED** • What results should be tracked? What are the risks? Threats? Outputs, Outcomes, Impact • What's the point of difference it has?