

Opportunity Check List

- Product, Market and Industry
 - Demand
 - Market size
 - Growth Rate
 - Market Capacity
 - Attainable market share
 - Cost structure.
- Factor Markets
 - Resources required
 - Market structure
- Economics
 - Profit potential
 - Time to breakeven
 - ROI potential
 - Capital requirements
 - IRR
 - Free Cash Flow
 - Gross Margins
 - Time to Break-Even
- Competitive Advantage
 - Variable / fixed cost
 - Degree of control
 - Entry barriers
- Personal
 - Personal goals
 - Personal fit
 - Upside vs downside
 - Opportunity Cost
 - Stress Tolerance
- Sustainable Advantage
- Opportunities for Extension
- Management Team
- Harvest