

Opportunity Assessment Checklist

Opportunity A	Opportunity B	Opportunity C	Opportunity
			Is the opportunity a match for the goals of the entrepreneur?
			Does the entrepreneur have relevant experience or skill sets matching those needed to understand and thrive in the market of this opportunity?
			Is the projected financial performance of this opportunity consistent with the financial goals, including return on investment of time and money, necessary to achieve net financial goals?
			Is the projected cash flow of the opportunity consistent with the entrepreneur's realistic needs?
			Is the business in a growth, static, or declining industry?
			Is the business relatively high or low risk?
			Is the day-to-day routine characteristic of owning this type of business consistent with the happiness of the entrepreneur?
			Are the number of daily-weekly-yearly hours of work for the owner, physical, financial, psychological, and other ongoing commitments required of an owner of this business within the range of capacity, and acceptability to this entrepreneur?
			Are the necessary stakeholders, such as family, informed and supportive of the entrepreneur owning and operating this business?
			Is the need for the product or services of this opportunity stable, and able to withstand seasonal or cyclical pressures?
			Has this business started to approach saturation of it's reasonable market?
			Are the barriers to competition high or low?
			Is the success of the business dependent upon a limited number of customers or suppliers?
			Are there reasonable ways to expand the products or services the business provides, at a cost low enough to provide greater net income in future?

	Normal Due Diligence Investigation Issues
	Special Situations
	Success depends upon physical location
	Success has been based upon departing owner
	Business is a franchise
	Buying into a business with other "partners"
	Buying a minority interest in a business
	Buying an insolvent business
	Buying a business based upon emerging technology
	Buying a business subject to government regulation
	Buying a family business
	Success based upon relatively small number of clients
	Success based upon personal or other "special" relationship with key customers
	Success based upon "control" of key customer(s) by a single employee