



### 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 its 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?

