

OPPORTUNITY SCORECARD

DESCRIPTION OF THE IDEA
PURPOSE - WHY ARE YOU DOING THIS, WHAT DO YOU WANT TO ACHIEVE?
HOW IMPORTANT IS IT, WHAT DIFFERENCE WILL IT MAKE?
WHAT IS THE DESIRED OUTCOME WHEN COMPLETED?
WHAT ARE THE SUCCESS CRITERIA?
WHAT IS THE BEST OUTCOME IF YOU GO AHEAD?
WHAT WILL HAPPEN IF YOU DO NOT GO AHEAD?

COMPLETE EACH SECTION AND SCORE EACH (1 IS LOW/WEAK, 10 IS HIGH/STRONG)	SCORE
FACTS & KNOWLEDGE GAPS --	
SALES TARGET COMMITTED TO --	
BARRIERS --	
TIME INVESTMENT - REAL AND LAPSED --	
FINANCIAL INVESTMENT --	
COMPETITORS - STRENGTH --	
SIZE OF OPPORTUNITY --	
SYNERGY WITH CURRENT BUSINESS --	
OPPORTUNITY COST --	
BUSINESS RISK --	
TOTAL SCORE	

