

ABC Company

Intent	
Customer Needs	satisfies important, unmet (even unarticulated and/or unknown) customer needs
Trends	builds on current and emerging customer, industry, technology, societal and governmental trends
Competencies & Assets	leverages our core competencies and assets
Opportunity Size	can achieve \$x annual revenue within x years with growth potential of x-y% annually in a non-mature, non-crowded space
Feasibility	can conceivably be done whether we have, build, buy or partner with the ability needed
Time to Develop	can be developed within x months
Speed to Market	can be commercialized in less than x months
Net Margin	conceivable to achieve x-y% net margin with upside potential
Capital Investment	investment is proportional to conceivable return

Risk View	
Safety of Customers	Low Risk Tolerance
Safety of Employees	Low Risk Tolerance
ROI – Capital Requirement	Low Risk Tolerance
Alienation of Strategic Partners	Low Risk Tolerance
Earnings Volatility	Low Risk Tolerance
Product Quality	Low Risk Tolerance
Lack of Direct Control	Medium Risk Tolerance
Long Lead Time	Medium Risk Tolerance
Manufacturing Backlog	High Risk Tolerance
Selling Channels	High Risk Tolerance