**Appendix 0.4** **- ACTIVITY 3 (1.5 hours)**

**Criteria for assessing market opportunities**

Read the criteria for assessing market opportunities (01)

So far, we have focused on the process of searching and identifying market opportunities. The next natural stage is the analysis of selected opportunities and their selection, because not every opportunity is possible and profitable to implement.

The assessment of the selected opportunities can start with asking a few important questions:

- Is there a real place on the market, a gap, or unmet customer needs?

- Do you see any features of the product that result in the value of the product for customers, which will allow you to gain an advantage over your competitors?

- Is the ratio of risk to expected benefits attractive and is such an idea worth investing in?

If all of these questions can be answered positively, it means that such an opportunity should be considered and further assessed, and possibly also realized.

Choose a few of the opportunities that were identified in Exercise 2. Try to answer the questions about the attractiveness of the opportunity.

Then, in the group of participants in the exercise, it is necessary to determine how many of the chances have undergone this initial evaluation. The initial positive answer to the questions about the opportunities should then be refined. Only then can you start designing specific elements of your new venture.

In the table below, present a score for several of the chances that have passed the initial selection, using selected criteria: market, organizational and economic.

|  |  |
| --- | --- |
| Selected criteria | Number of points awarded |
| 1. Market |  |
|  |  |
|  |  |
|  |  |
| 2. Organizational |  |
|  |  |
|  |  |
|  |  |
| 3. Economic |  |
|  |  |
|  |  |
|  |  |

TOTAL: 100