Market Opportunity Analysis – Breakout Activity

**Who is your customer?**

*Example: Retail store manager (and his management hierarchy)*

**In 50 words or less, can you describe a job your product helps your customer get done?**

*Example: Hackhunter can locate & track wifi signals associated with a specific device, which could be used to track individuals such as shoppers (with active phones) within a store.*

**In 50 words or less, can you describe why your customer would use your product?**

*Example: Knowing the location of all WiFi devices (shoppers with active phones) in my store to within inches allows me to deliver ads relevant to the merchandise located near these devices (as long as the device has opted in), thereby increasing sales and/or adding ad revenue to my top line.*

**Spending no more than a couple of minutes per factor, can you describe the extent of the potential and challenge you will face in servicing your customer with your product as it stands today?**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Compelling Reason To Buy** | | | | **Implementation Obstacles** | | | |
| *Unmet need*  *Effective solution*  *Better than other solutions* | | | | *Product development resource availability*  *Sales and distribution difficulties*  *Funding challenges* | | | |
| **Assessment** | | | | **Assessment** | | | |
| **LOW** | **MID** | **HIGH** | **SUPER HIGH** | **LOW** | **MID** | **HIGH** | **SUPER HIGH** |
|  | | | |  | | | |
| **Market Volume** | | | | **Time to Revenue** | | | |
| *Current market size*  *Expected growth* | | | | *Development time*  *Time between product and market readiness*  *Length of sales cycle* | | | |
| **Assessment** | | | | **Assessment** | | | |
| **LOW** | **MID** | **HIGH** | **SUPER HIGH** | **LOW** | **MID** | **HIGH** | **SUPER HIGH** |
|  | | | |  | | | |
| **Economic Viability** | | | | **External Risks** | | | |
| *Margins (value vs. cost)*  *Customers’ ability to pay*  *Customer stickiness* | | | | *Competitive threats*  *Third party dependencies*  *Barriers to adoption* | | | |
| **Assessment** | | | | **Assessment** | | | |
| **LOW** | **MID** | **HIGH** | **SUPER HIGH** | **LOW** | **MID** | **HIGH** | **SUPER HIGH** |

Example:

