

## Evaluating Possible Business Opportunities

Have a conversation with a friend or think on your own about possible business opportunities. Measure your top three ideas against the following criteria to help determine how likely your business opportunity is to succeed.

### Idea # 1.

**Attractive to customers?** Yes No

**Will it work in your business environment?** Yes No

**Is there a reasonable window of opportunity?** Yes No

**Do you have the skills and resources to create the business?** Yes No

**If you do not have the skills and resources to create this business, do you know someone who does and might want to help you bring it into existence?** Yes No

### Idea #2.

**Attractive to customers?** Yes No

**Will it work in your business environment?** Yes No

**Is there a reasonable window of opportunity?** Yes No

**Do you have the skills and resources to create the business?** Yes No

**If you do not have the skills and resources to create this business, do you know someone who does and might want to help you bring it into existence?** Yes No

### Idea #3.

**Attractive to customers?** Yes No

**Will it work in your business environment?** Yes No

**Is there a reasonable window of opportunity?** Yes No

**Do you have the skills and resources to create the business?** Yes No

**If you do not have the skills and resources to create this business, do you know someone who does and might want to help you bring it into existence?** Yes No