



BUSINESS OPPORTUNITY FILTER

Name:

Date:

As entrepreneurs, we are constantly searching for our next business ventures, seeking ways to create additional revenue, or figuring out how to take advantage of various trends in our industry. Before jumping into a new venture, it is important to evaluate the time, commitment and required resources involved.

What is a new business opportunity that you are interested in pursuing? Follow the prompts in the outline below. Once finished, prioritize each question by ranking its importance to you; rate the questions from 1-10 (1 - most important, 10 - least important).

A Business Opportunity I am Interested in: _____

<input type="checkbox"/>	What is the upside? Projecting 3-5 years out...what is the potential annual income this business can make? How does this compare to your "minimum required new business income"?

<input type="checkbox"/>	What dangers or challenges exist? What obstacles must be overcome? What is it that you are possibly missing or not seeing right now that could have an adverse impact on this business opportunity?

<input type="checkbox"/>	Who is the jockey, and is he/she the right fit? If not, how challenging will it be to find the right jockey?

<input type="checkbox"/>	How many people will be involved in the operation of this business today and in 3 years?

What are you bringing to the table - time, influence, and/or capital? How do you feel about this?

On a scale of 1 to 5, eliminating "4" from the scale, how passionate are you about this opportunity in comparison to the other businesses that you currently operate and/or are currently constructing? In addition, what opportunities, if any, must you forego in order to pursue this business?

How "loud" will this business be? How much noise will it create in your world?

What is the business's moat? What is special about the business and/or proprietary about its product or service?

Is there travel involved?

Does/do your existing business(es) already provide the customers for this new venture? Are there any resources, synergies, or efficiencies from your other business(es) that can be leveraged?