

Business Opportunity Profile

- **Competitive Scenario**
 - Who are your current competitors (entities and/or technologies)?
 - Direct and Indirect
 - Who could be your future competitors (entities and/or technologies)?
 - Direct and Indirect

Business Opportunity Profile

- **Execution / Strategy**
 - Where are you now? Where do you want to be?
 - **How** do you plan to get there?
 - Next steps?

Business Opportunity Profile

- **Team / Resources**
 - What are **your** strengths and weaknesses (skills and limitations)?
 - What are the strengths and weaknesses (skills and limitations) of your **team**?
 - What **other persons (skills)** do you need assistance from?
 - What resources do **you** have available (Technological, Equipment, Funds, etc.)?
 - What resources are available to your **team**?
 - What **additional** resources, if any, do you need?

Describe your Customer?

What pain/problem vs. solution this customer needs?

• Demo:	• Core Features
• Socio:	• Supplemental Features:
	1
• Psico:	2
	3
• Geo:	4
	5
• Econ:	6