



New Venture Lab
EQUIPPING CHRISTIAN ENTREPRENEURS

Venture Analysis

Business Opportunity Analysis Prepared For:

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A new analysis

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Summary Analysis: Your business opportunity scored 152 total points out of 250 total possible points, which places your opportunity in the calculated 61th percentile. Overall your business plan scored in the Average range, but could use some more work in order to make it a high-quality business opportunity.

1. Industry Evaluation Criteria

1.1 Addressable Market

Definition: The size of that portion of the market that is likely to have an interest in what your business has to offer. The larger your potential market, the better the opportunity. The larger the market, the easier it will be for you to enter the market and carve out a sufficient amount of business in order to have a viable enterprise.

Analysis Score: Your opportunity has a Very small addressable market size (<\$5 million) and scored 1 out of a possible 5.

1.2 Organic Growth

Definition: The rate of annual growth of the addressable market. The higher your organic growth, the better the opportunity. The faster the market grows, the easier it will be for you to grow your business as a rising tide lifts all boats.

Analysis Score: Your opportunity has a Moderate annual organic growth (5 - 10%) and scored 3 out of a possible 5.

1.3 Technological Change

Definition: The extent to which technology plays a major role in shaping the market conditions and the competitive landscape; where a new and exciting technology can cause large changes in market share shifting from one competitor to another. The lower the degree of technological change, the better the opportunity. The lower the degree of technological change, the less risk that technological innovation could render your product or service obsolete in a short period of time.

Analysis Score: Your opportunity has a Very high degree of technological change and scored 1 out of a possible 5.

1.4 Seasonality

Definition: The extent to which the ability to produce a product or service or the ability to sell a product or service depends on the time of year or season. The less the seasonality, the better the opportunity. The less the seasonality, the more the potential for consistently higher asset utilization and consistent earnings.

Analysis Score: Your opportunity has a High seasonality (ability to produce or market demand 3 - 6 months per year) and scored 2 out of a possible 5.

1.5 Regulatory Environment

Definition: The extent to which the target industry is subject to government regulation. The less the regulation, the better the opportunity. The less the regulation, the less the potential for unfavorable laws being passed that curtail demand or that unnecessarily drive up costs.

Analysis Score: Your opportunity has a Very low or no regulatory environment and scored 5 out of a possible 5.