

## C: Opportunity Assessment

**Instructions:** List the top five-six opportunities that you identified through the evaluating your strengths exercise. Assess each component of ease of implementation, ability to achieve mission, and profit generation according to the matrix. Assign an overall score for each opportunity. Finally, identify the top 2-3 opportunities based on those that had the highest scores.

Opportunity	Ease of Implementation			Ability to Achieve Mission		Profit Generation			Overall Score
	<i>Internal Expertise and Capacity</i>	<i>Operational Complexity</i>	<i>Fit with Strengths</i>	<i>Fit with Mission</i>	<i>Positive Impact on Constituents</i>	<i>Start-Up Costs</i>	<i>Market Demand/Willingness to Pay</i>	<i>Expected Profit</i>	
<p><b>H = High</b></p> <p><b>M = Medium</b></p> <p><b>L = Low</b></p>	3 for H, 2 for M or 1 for L	1 for H, 2 for M or 3 for L	3 for H, 2 for M or 1 for L	3 for H, 2 for M or 1 for L	3 for H, 2 for M or 1 for L	1 for H, 2 for M or 3 for L	3 for H, 2 for M or 1 for L	3 for H, 2 for M or 1 for L	
<b>Space Rental – Indoor Gymnasium</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>19</b>

Adapted from: Community Wealth Ventures' Community Wealth Seekers Guide

Opportunity	Ease of Implementation			Ability to Achieve Mission		Profit Generation			Overall Score
<p><b>H = High</b></p> <p><b>M = Medium</b></p> <p><b>L = Low</b></p>	<p><i>Internal Expertise and Capacity</i></p> <p>3 for H, 2 for M or 1 for L</p>	<p><i>Operational Complexity</i></p> <p>1 for H, 2 for M or 3 for L</p>	<p><i>Fit with Strengths</i></p> <p>3 for H, 2 for M or 1 for L</p>	<p><i>Fit with Mission</i></p> <p>3 for H, 2 for M or 1 for L</p>	<p><i>Positive Impact on Constituents</i></p> <p>3 for H, 2 for M or 1 for L</p>	<p><i>Start-Up Costs</i></p> <p>1 for H, 2 for M or 3 for L</p>	<p><i>Market Demand/Willingness to Pay</i></p> <p>3 for H, 2 for M or 1 for L</p>	<p><i>Expected Profit</i></p> <p>3 for H, 2 for M or 1 for L</p>	

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