

OPPORTUNITY EVALUATION WORKSHEET

1. Describe Your Idea :

2. Guiding Principles:

1 _____

2 _____

3 _____

3. What are the expected benefits & what does it mean for your organization?

4. Things you will measure to gauge success:

OPPORTUNITY EVALUATION WORKSHEET

FOR MORE INFORMATION: VISIT VALUEPROPOSITIONCANVAS.COM

USER GROUP #1

Jobs

Pains

Gains

USER GROUP #2

Jobs

Pains

Gains

USER GROUP #3

Jobs

Pains

Gains

OPPORTUNITY EVALUATION WORKSHEET

What do you think is the right path? Circle one:

BUY/OFF-THE-SHELF

BUY+EXTEND

BUILD CUSTOM

What are your next steps?

List your RISKY ASSUMPTIONS. Star the riskiest.

How will you test this assumption?

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Must-Haves

Nice-to-Haves

BRAINSTORM: What will your first MVP look like?

What is the next thing you will do after leaving today?
