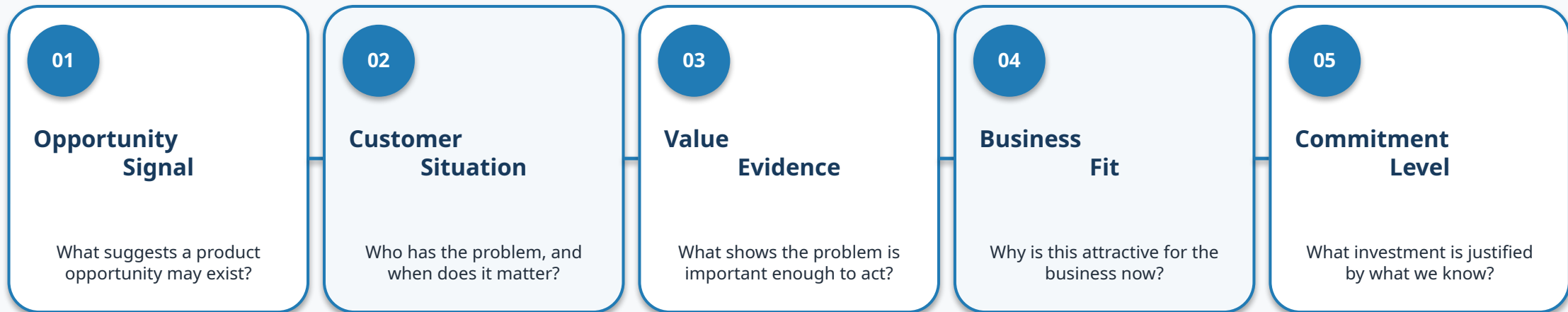


Product Business Opportunity Assessment

Before committing resources, qualify the opportunity—not just the idea.



Common opportunity signals

"A customer asked for it."

"Sales says the market wants it."

"A competitor launched it."

Do not confuse a product idea with a qualified business opportunity.

Each may be a useful signal. None is an opportunity assessment.