**Exercise C: Opportunity Assessment**

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**Instructions:**

1) Review matrix and customize for your needs. Feel free to add additional components and assign a value to it. The score of 3 points should always be assigned to the optimal answer (e.g. start-up costs are low or fit with mission is high).

2) List the current programs and/or future opportunities that you identified.

3) Through an individual or group process, assess each component based on ease of operations, impact on mission, and return on investment according to the matrix. Calculate an overall score for each program/opportunity.

4) Identify the top 2-3 programs and/or opportunities based on those that have the highest scores.

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