

## Opportunity evaluation tool

1. Opportunity and completion	2. Cost	3. Project duration	4. Recoup from profit	5. Revenue profit potential	6. Difficulty to complete Easy – 1, Hard - 10	7. Confidence to complete Easy – 10, Hard 1	8. Strategic alignment Closely – 10, Not closely - 1	9. Total of the three rankings	Overall rank
A. R&D on new product - Profit / Govt grant / Client JV	\$1m	1 year	10 years	\$300k	2	2	6	10	5
B. Launch new service with a profitable client project	\$250k	1 year	3 years	\$200k	5	4	8	17	4
C. Solar panel installation on our roof - Installation complete	\$2m	0.5 year	4 years	\$500k cost reduction pa	10	10	2	22	2
D. Marketing investment – 12 new clients	\$50k	0.5 year	1 year	\$1m	6	6	8	20	3
E. Invest in overseas partners - 6 new countries	\$200k	0.5 year	1 year	\$1m	8	9	10	27	1