

Opportunity Summary

Social Venture

Purpose

The goal of the Opportunity Summary is to clearly articulate the focus area, status quo, existing need, opportunity and social impact measure. The document is a one-page summary.

Evaluation Criteria

1. THE STATUS QUO

- a) **What is the high-level situation in the industry, market, or category you want to challenge?**
- b) **What are your observations of the status quo?** (i.e., describe the assumptions and conventions that influence the way producers and consumers think about the situation you've selected.)

2. THE INSIGHT

- a) **How is the status quo frustrating the current customers?** (i.e., the small inconveniences that people have grown complacent about, and/or the big problems screaming for attention.)
- b) **What is the key insight that reveals a gap in the marketplace?** (i.e., highlight the gap you've observed between the way something is now and the way it ought to be.)

3. THE OPPORTUNITY

- a) **What is the opportunity to fill this gap?**
- b) **What's the analogy?** (i.e., use a familiar example from a different and non-related industry to help us understand the potential of the opportunity. For example, "we'll do for school uniforms what Tom's did for shoes".)

4. THE IMPACT

- a) **How do you measure the social impact of this venture?** (i.e., how you will assess the venture's effectiveness at achieving its mission.)