

Opportunity Summary

Technology Venture

Purpose

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

Evaluation Criteria

1. THE STATUS QUO

- a) **What is the existing problem/condition/need your product or service addresses?**
- b) **Who has this problem/condition/need** most acutely and how do they attempt to solve/address it today?

2. THE INSIGHT

- a) **How is the status quo (existing solutions to the problem) frustrating your target customers currently?** (i.e., the inconveniences and costs that customers 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?** Describe how your technology/research will be applied to create a product/service.
- b) **How will your products/services create gain or relieve pain for your customers?**

4. THE TECHNOLOGY

- a) **What is the technology at the core of this venture?**
- b) **What is the background of the invention?** Who are the principal investigators/inventors/developers?
- c) **What intellectual property (I.P.) protection exists and who owns them** (i.e., copyright, patents, etc.)?
- d) **What is the state of the technology today** (idea/concept, in research, proof of concept, working prototype, product in development, in trials, etc.)?