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.)?