What makes a Great Opportunity?

**Masters**

- **Feasible** - Can it actually be done? By YOU?
- **Reachable** - Can you effectively communicate with people who care?
- **Valuable** - Does it increase the wealth & happiness for them AND you?

**Doctorate**

- **Scalable** - The first time is easy, can you do it at pace? X 1 million?
- **Durable** - When you succeed, can you withstand competitive & technology pressure?
- **Saleable** - Are there options to sell the business to other active investors & players?

This is a Design/Re-Design Challenge
Things to watch out for

**Masters**


**Doctorate**

» **Scalable**  - $/Time?  Sources of talent?  Existing comparables?  Advantages to scale?

» **Durable**  - Fads, Technology, and Regulation.  Barriers to Entry.  Relationships?

» **Saleable**  - Is there other relevant IPO & acquisition activity?  Why you & why them?

You’re probably wrong; even screened early stage deals mostly die.