



Online Diagnostic Tools Importance

Factor Level: Section

Prioritize

Reference : OAT DEMO
Description : VentureQuest Opportunity Assessment Demo

Factor Level :

Please remember to compare at all levels

- Compare the left hand factor to the one on the right
- Click on the scale to tell us which is more important

Product/Service	<p>strongly prefer ← equally → strongly prefer</p> <p>Slightly</p>	Market Assessment
Product/Service	<p>Just</p>	Financial
Product/Service	<p>Just</p>	Legal Risks
Market Assessment	<p>Moderately</p>	Financial
Market Assessment	<p>Equally</p>	Legal Risks
Financial	<p>Slightly</p>	Legal Risks

Factor Level: Characteristic

Prioritize

Reference : OAT DEMO
Description : VentureQuest Opportunity Assessment Demo

Factor Level :

Please remember to compare at all levels

- Compare the left hand factor to the one on the right
- Click on the scale to tell us which is more important

No government regulation	<p>strongly prefer ← equally → strongly prefer</p> <p>Slightly</p>	No product/service liability risk
No government regulation	<p>Moderately</p>	Strong IP protection
No government regulation	<p>Just</p>	No legal entanglements
No government regulation	<p>Moderately</p>	Exit Potential
No product/service liability risk	<p>Moderately</p>	Strong IP protection
No product/service liability risk	<p>Just</p>	No legal entanglements
No product/service liability risk	<p>Slightly</p>	Exit Potential

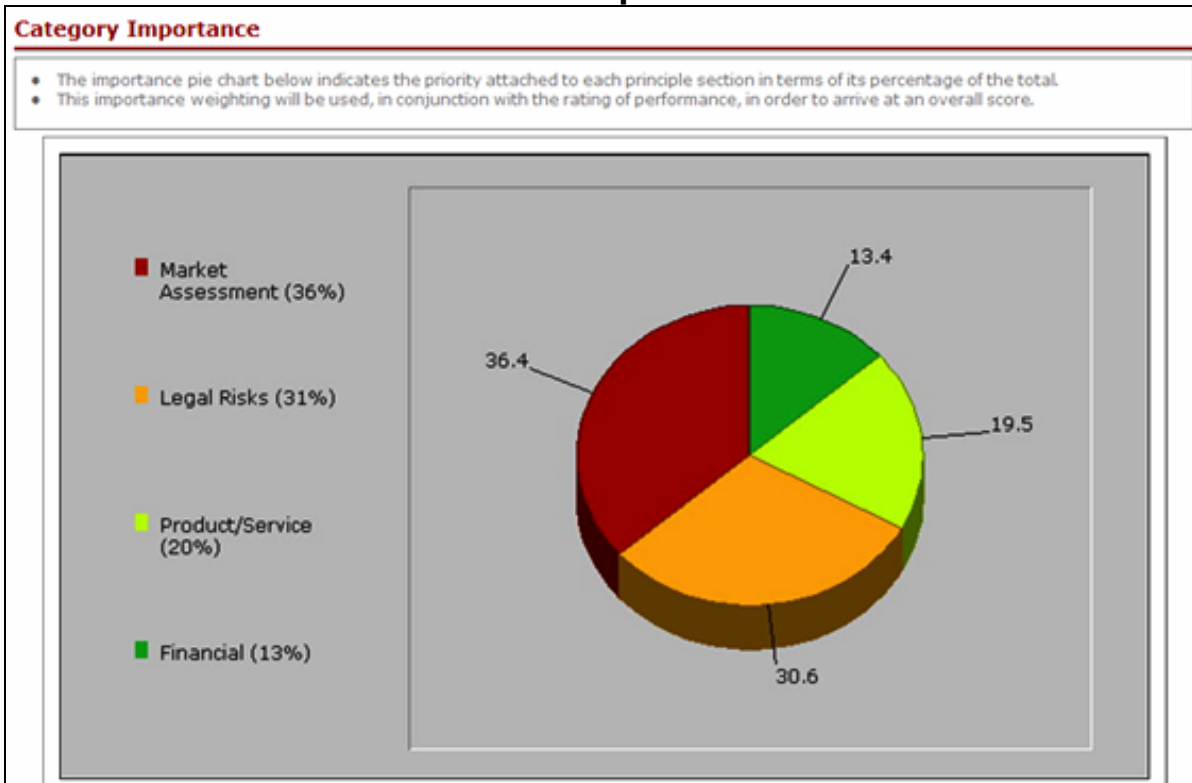


Online Diagnostic Tools Importance

Inconsistency

Factor	Inconsistency	
Base level	0.6%	✓
Financial	4.6%	✓
Legal Risks	3.1%	✓
Market Assessment	3.0%	✓
Product/Service	3.4%	✓

Section Importance





Online Diagnostic Tools Importance

Importance Tree



Total (100%)



36.4% - Market Assessment

- 7.4% - High customer value proposition [20.4%]
- 7.1% - Short time to market [19.5%]
- 6.4% - Recognized, established market [17.7%]
- 5.3% - Many avenues for commercialization [14.7%]
- 4.3% - Receptive, established distribution system [11.8%]
- 2.5% - Absence of major competitors in the marketplace [6.8%]
- 1.9% - Customers purchase frequently [5.3%]
- 1.4% - Great news value [3.7%]



30.6% - Legal Risks

- 11.0% - Strong IP protection [36.0%]
- 7.8% - Exit Potential [25.6%]
- 4.8% - No legal entanglements [15.7%]
- 3.9% - No government regulation [12.6%]
- 3.1% - No product/service liability risk [10.1%]



19.5% - Product/Service

- 4.6% - Opportunity is workable and feasible [23.6%]
- 4.0% - Many related products/services spin-offs [20.7%]
- 3.4% - No additional R&D [17.2%]
- 2.8% - No technical obsolescence [14.2%]
- 2.1% - Dependable source of supply [10.5%]
- 2.0% - Ease of implementation [10.4%]
- 0.6% - No labor [3.3%]



13.4% - Financial

- 6.1% - 100% ownership of opportunity [45.0%]
- 3.4% - High gross margin at competitive price [24.9%]
- 2.0% - Continuous revenue flow [14.7%]
- 1.3% - No investment [9.6%]
- 0.8% - Customers pay in advance [5.8%]