

CAMS Inventors Inc. Successful Investor Project
Activity: Identifying Strong Attributes of an Entrepreneurial Opportunity

Description: Students are to evaluate their entrepreneurial opportunity using the following criteria:

- customer savings
- solves problem
- customer convenience
- creates market barrier
- big upside/low downside

Time requirement: Seven minutes to identify each of the strong attributes of the entrepreneurial opportunity and ten minutes to share with the class.

Objective: To learn how to identify the strong attributes of an entrepreneurial opportunity:

Instructions: On the attached worksheet, indicate each strong attribute of your entrepreneurial opportunity. Be prepared to explain your answer.

Worksheet: Strong Attributes of an Entrepreneurial Opportunity

Using the matrix below, indicate each of the strong attributes of your entrepreneurial opportunity. Then, explain your answers.

Your Entrepreneurial Opportunity: _____

<u>Strong Attribute</u>	<u>Yes (Y) or No (N)</u>	<u>If Yes, Why</u>
Significant savings to customers	_____	_____ _____ _____
Solves serious problem	_____	_____ _____ _____
Offers convenience to customers	_____	_____ _____ _____
Ability to create market barrier	_____	_____ _____ _____
Big upside/low downside	_____	_____ _____ _____