



# DEFINING SUCCESS FOR YOUR BUSINESS VENTURE

Use the following evaluative criteria to help set your venture success expectations.

		EVALUATION RANGE					
0	1	2	3	Business Success Criteria	4	5	6
Don't know	No Leverage			Ability to Leverage Existing Network			Highly
Don't know	None			Level of Competition			Highly Competitive
Don't know	Unrelated			Fit with Mission			Strong Fit
Don't know	No Fit			Fit With Strategic Goals			Strong Fit
Don't know	No Fit			Fit with Organizational Culture			Strong Fit
Don't know	No Fit			Fit with Client Needs			Strong Fit
Don't know	No Fit			Fit with Experience / Talent			Strong Fit
Don't know	Poorly Perceived			Perception of External Stakeholder			Well Perceived
Don't know	Low Margin/High Volume			Margin-Volume Tradeoff			High Margin/Low
Don't know	Small Niche Market			Market Potential			Broad Market
Don't know	Market is Within Existing Service Area			Market Boundaries			No Real Market Boundaries
Don't know	Emerging/New Product or Service			Product / Service Lifecycle			Mature/Established Product or Service
Don't know	Short Term Year or less			Profitability Timeline			Long Term (6 or more years)



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		EVALUATION RANGE					
0	1	2	3		4	5	6
Don't know	Low Investment			Capital Investment Required to Start and Run Business			Significant Investment
Don't know	No Debt			Debt Required to Start and Run Business			Significant Debt
Don't know	Low Risk--Low to Moderate Return			Risk-Reward Element of Business			High Risk/High Reward Potentia
Don't know	Easy to Implement			Ease of Implementation			Implementation Requires Significant
Don't know	Good Fit With Existing Organizational Capacity			Organizational Capacity Requirements			Significant Capacity Investment Required

