

Opportunity Analysis

What is the opportunity?	
What resources does this opportunity require in the short term?	
What resources does this opportunity require in the medium-to-long term?	
What are the pros (including revenue) of allocating the required resources to this opportunity?	
What are the cons (including costs) of allocating the required resources to this opportunity?	
<p>Is this likely to be a productive allocation of resources now or in the short term?</p> <p>Why or why not? (include data to justify your answer)</p>	
<p>Is this likely to be a productive allocation of resources in the medium-to-long term?</p> <p>Why or why not? (include data to justify your answer)</p>	
(If relevant) what is the view of other relevant stakeholders	
What is my decision?	
At what future point will I review this document to calibrate what I decided with the relevant events or results that have occurred since?	