

GreenBiz: Opportunity Assessment

One way in which to assess whether your product is going to be successful is to identify trends that show that the “need” for your product is going to grow in the future. The more possible growth you can show potential investors, the more likely you are to be funded.

A trend are changes that are happening over a period of time. To support the existence of a trend you will need to locate statistics and evidence to support that trend. These trends and evidence will support conclusions that a business opportunity exists.

Product – Alternative Energy Vehicle

1. Premise: The need for hybrid cars is going to increase in the next 20 years.
 - Evidence: Recent disasters have made it clear that our oil supply is not reliable and sustainable.
 - Trend: Experts report that we are rapidly depleting the world's supply of oil.
 - Conclusion: Good Opportunity

PRODUCT – VIDEO GAME SYSTEM USING A VCR

2. Premise: The need for products requiring the use of the VCR is growing.
 - Evidence: DVDs are taking the place of VHS tapes.
 - Trend: Sales of DVD products are increasing every year while sales of VHS products are dropping.
 - Conclusion: Not an opportunity

You must do some research into the “need” for your product. Identify any local, national or international trends that are going to support the proposition that your product is going to be successful. Support your trends with data and evidence and discuss how the data or evidence supports your conclusion of a trend.

Task: This is a combination individual assignment as well as a group assignment.

- Individual: Each person must turn in at least 2 articles, reports or documents that support a trend that is affecting the “need” for your product. **Summarize each article and how the information shows a trend. Directly connect the article to your product. You must turn in the article with the summary.**
- Group: Each group must turn in a 1 page narrative that address any trends that are affecting the “need” for your product. Again directly connect the trends to your product. **Cite any sources** within the body of your narrative that support your trends.