

	Internal	External	Value	Potential
Market	Who has the problem you are trying to solve?	(How) do they solve the problem now?	What does it cost them to solve it now?	How many buyers are reachable and how many times will they buy this?
Industry	Who supplies the current solution(s)?	How/where do the customers get it?	How organised/committed are the current solution providers?	What is the industry worth and is it growing?
Product	Can you own and protect your idea?	How long will it take to have it ready to sell and how many buyers want it right now?	Pricing and costing. At what cost could this solution be delivered to the buyers for? What would they pay?	What would you need to produce it in volume and what will that cost? What would be the volume price?
People	Do you have all the skills you need right now?	What/who else would you need to complete this?	What experience does your Commercialisation team have?	Can you throw in other/new ideas to build the product into an industry?