Opportunity Sizing

Team:

About this tool:

The "Opportunity sizing" template is designed to help you make a quick guesstimate regarding the value of a specific user problem. No complicated excel spreadsheets that are tweaked until they show a billion dollar opportunity but a simple tool that forces you to agree on a couple of key assumptions. Keep adjusting the template after you (in)validated those assumptions. If there is a validated problem size we can start thinking of solutions to solve these problems.

1 Problem
Which problem or pain did you discover?

Describe the user's problem or pain point

2 User Segments (# users)

> Does this problem affect all the users in your market or is it specific to a certain user segment/profile?

> How many people are there in that group?

x

3 Frequency (# times/user)

> How often does the pain or problem occur during the bigger activity?

> How often does the user do that activity on a yearly basis?

> So how often is this pain felt in a year?

x

4 Severity ($/time)

> How much $ is the user already spending on trying to solve, reduce or avoid this problem?

> How much $ is solving this problem worth to the user?

= Annual problem size

5 Evolution: Boosters

> Look at the Political, Economical, Socio Demographic, Technological, Environmental and Legal trends

> What trends will boost the problem size?

> What is the growth rate of these boosting trends?

6 Evolution: Setbacks

> Look at the Political, Economical, Socio Demographic, Technological, Environmental and Legal trends

> What trends will decrease the problem size?

> What is the growth rate of these setback trends?

board of innovation   **Kimberly-Clark**