FRAMEWORK 02

Draft v0.2

Product Business Opportunity Assessment

Before committing resources, qualify the opportunity—not just the idea.

01

Opportunity Signal

What suggests a product opportunity may exist?

02

Customer Situation

Who has the problem, and when does it matter?

03

Value Evidence

What shows the problem is important enough to act?

04

Business Fit

Why is this attractive for the business now?

05

Commitment Level

What investment is justified by what we know?

Common opportunity signals

- **“A customer asked for it.”**
- **“Sales says the market wants it.”**
- **“A competitor launched it.”**

Do not confuse a product idea with a qualified business opportunity.

Each may be a useful signal. None is an opportunity assessment.

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