

Use this worksheet for every market opportunity you would like to evaluate.



Market Opportunity:

SOCIAL/ENVIRONMENTAL IMPACT



PROBLEM SEVERITY

Unresolved social/environmental concern
Significant detrimental consequences
Extent of the problem (affected people/areas)

LOW

MID

HIGH

SUPER HIGH



PERTINENT SOLUTION

Effective & efficient (simple, reliable, self-sufficient)
Better than existing alternatives
Avoids secondary harm/negative effects

LOW

MID

HIGH

SUPER HIGH



IMPACT REACH

Ease of measuring and reporting impact
Enduring effect
Possibility to scale solution

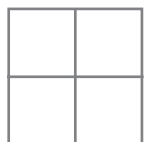
LOW

MID

HIGH

SUPER HIGH

OVERALL IMPACT



Mark the overall impact rating on the relevant sticky-note in the Attractiveness Map