Choosing a Market Opportunity

Once you’ve chosen a sector, it’s time to narrow it down to a more specific market opportunity. A sector is a grouping of businesses in the economy that share related products/services. A market opportunity has potential to generate multiple forms of wealth locally. The market opportunity should be small enough to be manageable but large enough to impact community capital. Geography, assets and existing economic activity also influence the focus. It’s important to think about scale from the beginning; however, you can adjust the focus and scale over time. Balance the geography of the assets and economic activity, with value chain challenges/opportunities, stakeholder commitment and identified markets.

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|  |  | **Rating** |
|  | **Criteria** | **High** | **Medium** | **Low** |
| **Relevance to target market** | # of people from target group with potential to be active in the sector/value chain |  |  |  |
|  | Potential for target group to own businesses |  |  |  |
| **Wealth building potential** | Market demand with potential for growth |  |  |  |
|  | # of new jobs or businesses that can be created. |  |  |  |
|  | Potential to increase ownership & control over local assets |  |  |  |
|  | Potential to build multiple forms of community wealth.  |  |  |  |
| **Feasibility** | Demand partners identified |  |  |  |
|  | Willingness of market players to adopt new practices |  |  |  |
|  | Prospects for attracting investment |  |  |  |
| **TOTAL** |  |  |  |  |