

Ranking the Venture Opportunities – concept presentation

The entrepreneur assigns a weight to each of the three criteria that reflects its relative importance. The rating for each opportunity on a 10-point scale for each of the three criteria is then multiplied by the weighting factor.

Criteria	Weight (%)	Opportunity A	Opportunity B
Financial Worthiness	40% or 0.4	8 rating \times 0.4 = 3.2	7 rating \times 0.4 = 2.8
Degree of Risk*	40% or 0.4	6 rating \times 0.4 = 2.4	9 rating \times 0.4 = 3.6
Personal Preference	20% or 0.2	8 rating \times 0.2 = 1.6	7 rating \times 0.2 = 1.4
Total	100% or 1.0	7.2	7.8
* Higher ratings indicate lower levels of risk			

Opportunity Rating System

Risk, financial worthiness, and personal preference may vary from industry to industry.

The *all things considered* nature of the overall rating system enables all the opportunities to be ranked that met the threshold requirements.

Your task:

Rank all your venture opportunities using the method presented above: you should have at least 5 business opportunities

Criteria (in empty cells you can write your criteria; write as many as you like)	Weight (%)	Opportunity 1 (name of your business idea) example: New mobile app	Opportunity 2	Opportunity 3	Opportunity 4	Opportunity 5
Financial Worthiness						
Your criterion						
.....						
Degree of Risk*						
.....						
Personal Preference						
Availability of resources						
Total	100% **					
<p>* Higher ratings indicate lower levels of risk ** The sum of all weights must be equal to 1 (100%), so you have to distribute 100% between your criteria appropriately.</p>						

Step 1. Rank business opportunities in the scale from 1 to 10 based on your best knowledge you have now.

Criteria (in empty cells you can write your criteria)	Weight (%)	Opportunity 1 (name of your business idea) New mobile app	Opportunity 2	Opportunity 3	Opportunity 4	Opportunity 5
Financial Worthiness		8 rating				
Your criterion		6 rating				
.....		7 rating				
Degree of Risk*		6 rating				
.....						
Personal Preference						
Availability of resources						
Total	100% **					
* Higher ratings indicate lower levels of risk						
** The sum of all weights must be equal to 1 (100%), so you have to distribute 100% between your criteria appropriately.						

Step 2. Assign weights to your criteria and multiply your rating by the weight value. After calculating values to all opportunities calculate Total and see which business opportunity has the highest value. This is a business idea which you should consider for your future venture.

Criteria (in empty cells you can write your criteria)	Weight (%)	Opportunity 1 (name of your business idea) New mobile app	Opportunity 2	Opportunity 3	Opportunity 4	Opportunity 5
Financial Worthiness	0,2 (20%)	8 rating x 0,2 = 1,6				
Your criterion	0,1 (10%)	6 rating x 0,1 = 0,6				
.....	0,15 (15%)	7 rating x 0.15 =1,05				
Degree of Risk*	0,2 (20%)	6 rating x 0,2 = 1,2				
.....					
Personal Preference						
Availability of resources						
Total	1 (100% **)					
* Higher ratings indicate lower levels of risk						
** The sum of all weights must be equal to 1 (100%), so you have to distribute 100% between your criteria appropriately.						