

# Enterprise Assessment

Rated by: \_\_\_\_\_ Date: \_\_\_\_\_

## Instructions:

1. Assign a 0-3 rating for each question for each enterprise / enterprise idea. 2. Add up the section and total scores (the sum of all the 0-3 ratings). 3. Use the total score as a guide to assign a "Bottom Line" rating for each enterprise / enterprise idea.

Rating Scale:	0 = not at all / don't know																																
<b>Assessment Questions:</b> (modifications for new ideas)																																	
<b>IMPACT – Does this enterprise make the right impact?</b>																																	
1. Does (will) this enterprise <i>directly</i> contribute to the impact we're trying to make in our community?																																	
2. Does (will) this enterprise have a high <i>degree</i> of impact on the lives of the people it touches?																																	
3. Does (will) this enterprise impact a large number of people within our community?																																	
<i>Overall impact score / 9</i>																																	
<b>CAPABILITY – Can we really do it?</b>																																	
4. Is this enterprise meeting (can we meet) all legal and regulatory requirements? <i>Enter "3" if there are no regulatory requirements.</i>																																	
5. Do we have the necessary expertise to operate this enterprise?																																	
6. Do we have the capacity to grow (or start) this enterprise?																																	
7. Do we have a "champion" – someone who will take personal responsibility for seeing that this enterprise succeeds?																																	
<i>Overall capability score / 12</i>																																	
<b>MARKET – Will paying customers choose us?</b>																																	
8. Do we have (is there) a strong base of paying customers?																																	
9. Is the number of customers and/or their spending increasing?																																	
10. Is there a clear rationale / evidence for why customers will continue (begin) to choose our enterprise versus the alternatives they have?																																	
<i>Overall market score / 9</i>																																	
<b>MONEY – Is (will) this enterprise generating / securing the money it needs?</b>																																	
11. Is this enterprise generating (will it generate) a surplus from the sale of its products and services?																																	
12. Will we be able to secure the financing we'll need to make the capital and other investments required to grow (start) this enterprise? <i>Enter "3" if no investments are required.</i>																																	
13. Are we securing (will we be able to secure) grants, donations, or other social revenue to offset any ongoing social costs that this enterprise incurs? <i>Enter "3" if there are no social costs.</i>																																	
<i>Overall money score / 9</i>																																	
<b>Total Score / 39</b>																																	
<b>Bottom Line: "What should we do with this enterprise (enterprise idea)?"</b>																																	

## Bottom Line Ratings (Current Enterprises):

- A. **Grow** - Allocate additional time and resources to start or grow this high-performing enterprise
- B. **Maintain** - Maintain current activity in this moderately-performing enterprise
- C. **Assess** - Explore opportunities to enhance this low-performing enterprise
- D. **Divest** - Wind down this enterprise / hand off to some other organisation if appropriate

## Bottom Line Ratings (New Enterprise Ideas):

- A. **Fast Track** - Proceed without additional research to business planning or implementation
- B. **Potential Star** - Do additional research in identified areas
- C. **Put on Back Burner** and re-assess at some defined point in the future
- D. **Dud** - Remove from further consideration / hand off to some other organization if appropriate