**Feasibility Assessment – Template**

|  |  |
| --- | --- |
| **1. Assess the focal idea or concept, in collaboration with experts if necessary, to determine its likelihood of market success and the readiness of the market for its adoption. It is useful to obtain answers to the items below.** | |
| Who is your target audience and what characteristics do they possess? | Click or tap here to enter text. |
| How can you reach this target audience? | Click or tap here to enter text. |
| What part of this target audience is likely to buy your product/service? | Click or tap here to enter text. |
| At what price are they willing to buy this product/service? | Click or tap here to enter text. |

|  |  |
| --- | --- |
| **2. Assess the focal idea or concept, in collaboration with experts if necessary, to determine its technological viability. It is useful to obtain answers to the items below.** | |
| What technology is needed to turn this concept into a full marketable product/service? | Click or tap here to enter text. |
| What technological constraints are there? | Click or tap here to enter text. |
| Which technologies do not yet exist? | Click or tap here to enter text. |
| How easy are technologies that do exist to attain? | Click or tap here to enter text. |
| What is the cost of these new and existing technologies? | Click or tap here to enter text. |

|  |  |
| --- | --- |
| **3. Assess the focal idea or concept, in collaboration with experts if necessary, to determine whether it can be transformed into a real, marketable product/service. It is useful to obtain answers to the items below.** | |
| What organisational structure is needed to bring this concept to market? | Click or tap here to enter text. |
| Do we already have the right structures in place? What is the cost of setting up these new structures? | Click or tap here to enter text. |
| Do we have the right corporate culture for bringing this concept to market? | Click or tap here to enter text. |
| Do we have the right people to transform this concept into a real product/service? | Click or tap here to enter text. |
| What is the cost of retraining existing staff, or the cost of hiring new staff with regard to this new product/service? | Click or tap here to enter text. |

|  |  |
| --- | --- |
| **4. Examine the financial considerations of bringing the concept or idea to market by calculating the net present value, return on investment, and internal rate of return.** | |
| Net present value | Click or tap here to enter text. |
| Return on investment | Click or tap here to enter text. |
| Internal rate of return | Click or tap here to enter text. |