



Enterprise Viability Evaluation

Step 1: Identifying Your Product

What do you sell? _____

If you meet an unmet demand, what is it? _____

If you meet the demand better, what do you do better? _____

Describe your target market in as much detail as possible. _____



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Step 2: Identifying Your Product

STRENGTHS

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WEAKNESSES

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OPPORTUNITIES

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THREATS

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Step 3: EVE Assessment

1. Do you have a product to sell? YES NO
2. Is there a place for you in the market? YES NO
3. Are your strengths greater than your weaknesses? YES NO
4. Do your opportunities outweigh your threats? YES NO
5. Are you passionate about the product or the process? YES NO
6. Are you comfortable with the possibility of not making money? YES NO
7. Are you comfortable working long, hard hours? YES NO

If you answer YES to ALL 7 questions, you are ready to move forward with your business. If you answered NO to ANY of the questions, you must address the area(s) of concern first.