

## ASSESSMENT OF PROGRAM POTENTIAL AND RISK WORKSHEET

Use this worksheet to assess the potential of new programs in three domains: social value potential, market potential, sustainability potential. This worksheet can be used to assess current programs or as a tool for exploring future projects, degree programs, or enterprises. Rank + or – with 1 being lowest.

SOCIAL VALUE POTENTIAL		
Value	+5 <input type="checkbox"/> +4 <input type="checkbox"/> +3 <input type="checkbox"/> +2 <input type="checkbox"/> +1 <input type="checkbox"/> ← HIGH	LOW → -1 <input type="checkbox"/> -2 <input type="checkbox"/> -3 <input type="checkbox"/> -4 <input type="checkbox"/> -5 <input type="checkbox"/>
Strategic alignment	<input type="checkbox"/> Program will create social value that is aligned with mission	<input type="checkbox"/> Program will create social value but is loosely or indirectly aligned with mission
Achievable outcomes	<input type="checkbox"/> Program will create a significant change in user behavior, condition, or level of satisfaction	<input type="checkbox"/> Program will create minimal change in user behavior, condition, or satisfaction
Partnerships and alliances	<input type="checkbox"/> Partners has a synergistic effect and improve or increase chances for desired results and social value	<input type="checkbox"/> Program will have minimal change potential and would not benefit by a partnership or alliance strategy
Organizational benefit	<input type="checkbox"/> Successful program will increase or create positive community perception of and/or support for the organization	<input type="checkbox"/> Unsuccessful program will have a negative effect on community perception and/or support for organization
MARKET POTENTIAL		
Demand	+5 <input type="checkbox"/> +4 <input type="checkbox"/> +3 <input type="checkbox"/> +2 <input type="checkbox"/> +1 <input type="checkbox"/> ← HIGH	LOW → -1 <input type="checkbox"/> -2 <input type="checkbox"/> -3 <input type="checkbox"/> -4 <input type="checkbox"/> -5 <input type="checkbox"/>
User need	<input type="checkbox"/> We have evidence of social need and open window of opportunity	<input type="checkbox"/> We have no data or other evidence of social need or we can perceive a closing window of opportunity
User desire	<input type="checkbox"/> We have evidence of user interest or evidence or success of similar programs in other communities	<input type="checkbox"/> We have no data or other evidence of user interest available, declining participation in program in other communities
Funder interest	<input type="checkbox"/> We have evidence of interest, or noticeable trends in grant making or contracts for similar services/products	<input type="checkbox"/> We have no data or other evidence or findings of interest for similar services/products
Market share	<input type="checkbox"/> We have evidence of an open market with little competition	<input type="checkbox"/> We have evidence of highly competitive market or no data or other evidence of competition's interest or involvement in the market
SUSTAINABILITY POTENTIAL		
Capital needs	+5 <input type="checkbox"/> +4 <input type="checkbox"/> +3 <input type="checkbox"/> +2 <input type="checkbox"/> +1 <input type="checkbox"/> ← HIGH	LOW → -1 <input type="checkbox"/> -2 <input type="checkbox"/> -3 <input type="checkbox"/> -4 <input type="checkbox"/> -5 <input type="checkbox"/>
Idea development	<input type="checkbox"/> Research and development resources are available or easily accessible	<input type="checkbox"/> No funding or staff time available or readily accessible for program development
Startup	<input type="checkbox"/> Low cost of startup and/or easily accessible funding for startup	<input type="checkbox"/> High cost of startup and/or scarcity of available resources or interest
Cost-to-benefit ratio	<input type="checkbox"/> Low total program costs compared against high public benefit	<input type="checkbox"/> High total costs compared against low to marginal public benefit
Personnel capacity	<input type="checkbox"/> Board, faculty, staff, or volunteers capacity is present and aligned with potential service/product	<input type="checkbox"/> Absence of capacity among existing Board, faculty, staff, and volunteers
Income potential	<input type="checkbox"/> Target population with discretionary income potential and/or evidence of ability/desire to pay fees	<input type="checkbox"/> Target population has little discretionary income or evidence of ability/desire to pay minimal fees
Organizational capacity	<input type="checkbox"/> Internal structures, space, technology, etc. are in order or easily adjusted for new program or expansion	<input type="checkbox"/> Internal structures are limited or in need of substantial upgrade to support presenting opportunities
Funder interest	<input type="checkbox"/> Trends or other evidence of funder interest for three- to five-year horizon	<input type="checkbox"/> Funder interest unknown or evidence of declining interest over the last three to five years.

