The Summary: Key Elements of Feasibility or Viability Assessment

1. Explain the Venture
2. Market research on potential customers
3. Desire and Need for Product or Service
4. Assets and Capacity (including management, personnel, facilities, & competence)
5. General Business/Revenue Model and Pricing Strategy
6. Preliminary Financial Information:
   a) Start-Up Costs and Time needed to begin to generate revenue
   b) Start-up capital needs and availability
   c) Pro Forma/ Financial Projections (including estimates of revenues needed to break-even and timing to break even)
7. Discussion of feasibility:
   a. Mission relevance
   b. Risk acceptability
   c. Competitive capacity
   d. Quality & quality assurance
   e. Feasible for your organization now?