

### 1: How Entrepreneurs Identify New Business Opportunities - Knowledge@Wharton

*The best tactic is to read examples and understand what to look for and where to go to find a successful opportunity. It's never guaranteed, but it's a good (and necessary) place to start.*

Shutterstock Getting involved in a bad business opportunity can be incredibly costly and discouraging, but the truth is it happens all the time. Entrepreneurs are always looking for the next big thing, but salespeople and numbers can be tricky no matter how educated you are on a topic. The best tactic is to read examples and understand what to look for and where to go to find a successful opportunity. What Makes a Good Business Opportunity? Recognizing good opportunities takes talent, whether you are looking for something to sink your teeth into or you already had success once and want to find it again. You really have to know what to look for, what to ask yourself, and be able to envision the future. There are also many different types of business opportunities including distributor deals, supply deals, franchise ownership, website acquisitions, and more, which you can learn about here. However, there are a few general things that should always be present with a good opportunity no matter what type: The product or service will meet a need. Whenever you evaluate an opportunity, ask yourself if there is really a need for the product or service. Does the product or service solve a problem for consumers? You may want to consider using Google Consumer Surveys or a similar survey service to talk directly to the target audience. After all, the best way to see if people are going to be interested in your business is to talk ask them. If the need is already being met, you need to determine if the company you are looking at can do a better job. The opportunity will work in your location. There has to be a demand, and unfortunately that is very location-dependent. You also have to think of the economic environment. There might be a need in your geographical location, but are people in that location going to take the time and money needed to get started with your company? More on this in points below. You have the resources you need to help the business succeed. This is more of a personal requirement for an opportunity as opposed to finding one in general. Do you have what it takes to run that type of business right now? Are you going to be able to afford the resources needed to help the business succeed? You will want to do everything yourself, but in the end you need to trust others so that you can focus on the bigger picture of setting the strategy. You can provide the product or service at the right price according to the market. You have to consider the market and consider price. Ask yourself whether or not you can provide the product or service at a price the market can handle. Will your price attract customers while still earning you a profit? The timing is right in terms of the market and your resources. Timing is everything when evaluating business opportunities. This encompasses all of the points on this list--your timing personally, timing in the market, and timing for your current location. Everything has to line up in order for the opportunity to really work. You need to find that window before making a commitment. Do you have any tips for finding good business opportunities? Let us know what has worked for you in the comment section below. Oct 6, More from Inc.

### 2: Merger Deals | On-Market Acquisition Opportunities

*on Apr 16, Finding the Opportunities in Opportunity Zones. Governors have submitted designations for Opportunity Zones as part of a new federal incentive program that promotes real estate and business investments in high poverty neighborhoods by favorably taxing capital gains.*

What are you contributing to every day and how are you doing it? How are you fulfilling your sense of purpose and need to be needed? Check out these studies: James Fowler of the University of California, San Diego and Nicholas Christakis of Harvard, conducted a study that showed when one person behaves generously, it inspires observers to behave generously later, toward different people, which supports the idea of paying it forward. Self reflect Understanding your skill set, your professional and personal experience, and also your limitations are key to deciding the type of volunteer opportunity you want to get involved in. What role do you want to have in your volunteer opportunity? What skills do you have to offer? Which past experiences would you like to recreate? Which activities give you energy? It can also be helpful to think of things you want to limit. What physical activities do you not want to do? Where do you want to cap off your mental strenuousness? Also consider your core values. Take this free retirement lifestyle assessment to zero in on your core values. Understand your commitment level Map out your schedule and physically create an ideal weekly calendar. Be sure to include all your non-negotiables, your prior commitments, your leisure time and your free time. You can avoid over-committing yourself to a volunteer opportunity by being super clear on how much time you want to assign to the giving back part of your life. Volunteer Opportunity Step 3: Be clear on how this impacts your goals You can be efficient with how you spend your time and create more meaningful experiences for yourself by aligning your activities with your overall goals and dreams. Think of the various ways that a volunteer opportunity can impact your bigger picture plan and be intentional about how you want to be involved. How do you want volunteering to fit into your overall goals? What would you like to learn and gain from your experience? If health is a priority for you, consider volunteering at a fitness or health-related group. Interested in traveling and finding your next adventure? Consider giving back abroad. If you love sports and dedicate some of your leisurely time to watching your favorite teams, consider contributing to their various foundation events. Volunteer Opportunity Step 4: Simply brain-dumping after a good self reflection session can be so illuminating. You can put into more concrete terms the types of volunteer opportunities that sounds appealing to you instead of just casting a wide net to see what sticks. So let the brainstorming begin! What ideas can you come up with? Keep in mind the places and people that energize you. The activities that give you energy are likely where your passions live. Volunteer Opportunity Step 5: So rather than starting off by scouring the internet or researching volunteer opportunities that may sound good to you, researching with intent can be super helpful in finding you the right work. Now that you have a better idea of: The skills you want to offer How much time you want to commit each week How this impacts your bigger picture goals and lifelong learning The type of organization you want to work with you can do the research with all those factors in mind. The process will be much quicker and definitely more intentional. Need ideas on where to look? Volunteer Opportunity Step 6: Interview the organization first Take the time to dive deep and ask questions about the ins and out of your volunteer opportunity. You can treat it like a job interview to find out if the organization will be a right fit for you. Which questions will you ask? Find out more about how the organization is run and what the culture and priorities are like. Talk to various other people who are involved at the organization, whether paid team members or volunteers. Volunteer Opportunity Step 7: Pay attention to whether or not the experience energizes you to help you decide if you want to fully commit or not. The key will be to align your effort in giving back with your core values. And find something that energizes you. You can take this free retirement lifestyle assessment to find more clarity on your core values and discover the exact roadmap to your ideal lifestyle. Which of these steps are most helpful in finding your ideal volunteer opportunity?

### 3: How to See and Seize Life's Opportunities – Life Optimizer

*Healthcare is a dynamic industry with significant opportunity, but cost concerns, uncertainty, and complexity can also make it an unnerving one. Substantial upside exists for players that can deliver value-creating solutions and thrive under uncertainty. The intrinsic demand for healthcare services.*

Why is finding meaningful work important? Since so much of our time is spent either at work, traveling to and from work, or thinking about work, it inevitably plays a huge role in our lives. If you feel bored or unsatisfied with what you do for large parts of the day, it can take a serious toll on your physical and mental health. You may feel burned out and frustrated, anxious, depressed, or unable to enjoy time at home knowing that another workday lays ahead. Having to concentrate for long periods on tasks you find mundane, repetitive, or unsatisfying can cause high levels of stress. As well as feeling happy and satisfied, you are far more likely to be successful in an occupation that you feel passionate about. So how do you gain satisfaction and meaning from your work? You choose or change careers to something that you love and are passionate about. The idea of choosing to make a career change may seem about as realistic as choosing to become a professional athlete or an astronaut. Still, getting up every morning dreading the thought of going to work, then staring at the clock all day willing it to be time to leave can take a real toll on your health. In fact, having a monotonous or unfulfilling job can leave you just as vulnerable to stress and burnout as having one which leaves you rushed off your feet, and it can be just as harmful to your overall mental well-being as being unemployed. Try to find some value in what you do. Even in some mundane jobs, you can often focus on how what you do helps others, for example, or provides a much needed product or service. Changing your attitude towards your job can help you regain a sense of purpose and control. Find balance in your life. Try to be grateful for having work that pays the bills and focus on the parts of your life that bring you joy. Having a vacation or fun weekend activities to look forward to can make a real difference to your working day. Volunteer at work and outside of work. Every boss appreciates an employee who volunteers for a new project. Undertaking new tasks and learning new skills at work can help prevent boredom and improve your resume. Volunteering outside of work can improve your self-confidence, stave off depression, and even provide you with valuable work experience and contacts in your area of interest. Make friends at work. Having strong ties in the workplace can help reduce monotony and avoid burnout. Having friends to chat and joke with during the day can help relieve the stress of an unfulfilling job, improve your job performance, or simply get you through a rough day. Consider the following steps in this article about planning a career change. Simply sending out resumes and networking can make you feel empowered. But the truth is most employees rank job satisfaction above salary in ensuring they feel happy at work. This can open doors to careers that you might not have considered. Once you have that foundation, you can start fine tuning your search for the right career. You may be surprised at how you can fit your passions into a new career. Exploring your career opportunities Focus on the things you love to do. What have you dreamed of doing in the past? What do you naturally enjoy doing? Jot down what comes to mind, no matter how improbable it seems. Look for clues everywhere. Take note of projects or topics that stir your compassion or excite your imagination. Reflect on stories of people you admire. Ask yourself why certain activities make you happy, and pay attention to times when you are really enjoying yourself. Remember that your search may take some time and you might have to go down a few different roads before finding the right career path. Time and introspection will help you identify the activities you most enjoy and that bring you true satisfaction. Here are some common obstacles with tips on how to overcome them: Where would I ever begin? Changing careers does require a substantial time investment. However, remember that it does not happen all at once. If you sit down and map out a rough plan of attack, breaking down larger tasks into smaller ones, it is a lot more manageable than you think. I need to stay where I am. Or you may be concerned about retirement and health benefits. Even if you are close to receiving a pension or other benefits, you can start to plan now for a career transition after retirement. You may be unaware of the skills you have, or low self-esteem may lead you to underestimate your marketability. Either way, you probably have more skills than you think. And gaining skills is not an all-or-nothing proposition.

You can volunteer once a week or take a night class to move forward, for example, without quitting your current job. You may discover a career with a more stable long-term outlook than your current career, for example. Being unemployed or underemployed can be tremendously stressful. It can increase the pressure of meeting mortgage payments, rent, and other financial obligations. You may feel ashamed for not working, or feel the loss of your job has stripped you of your identity, at home and at work. This is especially true if you have been in the same field for a very long time. Job Loss and Unemployment Stress However, unemployment can also sometimes have a bright side. It gives you the chance to reflect on your career path. You may end up in a much stronger position than if you had originally kept your job. Finding the right career tip 1: Identify occupations that match your interests So how do you translate your interests into a new career? With a little research, you may be surprised at the careers that relate to many of the things you love to do. Career tests Different online tools can guide you through the process of self-discovery. One example, frequently used by universities and the U. It outlines six common personality types, such as investigative, social, or artistic, and enables you to browse sample careers based on the type of personality you most identify with. Researching specific careers If you have narrowed down some specific jobs or careers, you can find a wealth of information online, from description of positions to average salaries and estimated future growth. This will also help you figure out the practical priorities: How stable is the field you are considering? Are you comfortable with the amount of risk? Is the salary range acceptable to you? What about commute distances? Will you have to relocate for training or a new job? Will the new job affect your family? Talking to someone in the field gives you a real sense of what type of work you will actually be doing and if it meets your expectations. Does approaching others like this seem intimidating? Networking and informational interviewing are important skills that can greatly further your career. You may also consider career counseling or a job coach, especially if you are considering a major career shift. Evaluate your strengths and skills Once you have a general idea of your career path, take some time to figure out what skills you have and what skills you need. These skills are called transferable skills, and they can be applied to almost any field.

### 4: 3 Ways to Find Volunteer Opportunities - wikiHow

*Find in-person or virtual opportunities to volunteer Virtual volunteering (even for local organizations!) is a great option for those who don't have the time to work in person, or want to give back in a different way.*

The more overlooked things you discover, the more opportunities you will have at hand. The key word here is overlooked. If you want to be above the majority then following the crowd is always a bad idea. It will be far too difficult to gain competitive advantage over them. So how could we find things overlooked by others? The answer "I believe" has much to do with the resources we consume. Different kinds of resources have different characteristics: Conventional resources can help you avoid competitive disadvantage. They help you avoid overlooking things seen by other people. Unconventional resources can help you gain competitive advantage. They help you see things overlooked by other people. Can you see the difference? Unconventional resources are your key to gaining competitive advantage. While you should have both in your arsenal, unconventional resources receive much less attention so they are where you can make the most difference. Find more unconventional resources and opportunities will come your way. Here are some tips to find unconventional resources: Be curious Curiosity is your ticket to the unconventional world. By being curious you will enjoy the exploration and naturally explore wider and deeper. An example of such stuff is academic papers in your field. Google Scholar is a useful tool to help you find academic resources. Read things from other fields Most people read about their own fields, so you can gain an edge by reading things from other fields. Even the seemingly unrelated fields can often give you fresh ideas. One simple way to start doing this is by visiting random articles on Wikipedia. Read old resources Since most people read only the contemporary resources, reading old resources is an advantage. Project Gutenberg has tons of old e-books you can download for free. Read things from different languages Doing this is not easy because you should first master the language, but if you can do it, chance is you will find things few other people do. Meet people from different cultures Similarly, people from different cultures often see things differently and you can learn a lot from them. Ideally, you should know people from as many different cultures as possible. Besides consuming unconventional resources, here are two more things you can do to boost your chance of finding opportunities: Be observant Whatever you do, be observant of what is going on around you. Watch how people do things and listen to what other people say. Becoming an observer is a key to innovation. Only a few people can find the patterns behind those events and recognize the bigger stories. Patterns are perhaps the most overlooked things, so people who find them are also the people who will find excellent opportunities before anyone else. These tips are easier said than done, but they will help you find more and better opportunities. In a world where most things quickly become commodities, the art of finding opportunities is the art of winning.

### 5: Finding the Opportunities in Opportunity Zones - HR&A

*Roughly six years into my software development career, I had worked on interesting projects, met amazing people, and had the opportunity to travel to exotic cities.*

Innovation Content A key question that all would-be entrepreneurs face is finding the business opportunity that is right for them. Should the new startup focus on introducing a new product or service based on an unmet need? Should the venture select an existing product or service from one market and offer it in another where it may not be available? Or should the firm bank on a tried and tested formula that has worked elsewhere, such as a franchise operation? In the process, he offers insights into how entrepreneurs can identify new business opportunities and evaluate their potential and their risks. An edited transcript of the conversation appears below: Our guest today is Raffi Amit, professor of Management at Wharton. We are going to be speaking with him about identifying new business opportunities. Professor Amit, thank you so much for joining us today. Could you offer some guidance on that? There are many sources for new venture opportunities for individuals. Clearly, when you see inefficiency in the market, and you have an idea of how to correct that inefficiency, and you have the resources and capability – or at least the ability to bring together the resources and capability needed to correct that inefficiency – that could be a very interesting business idea. In addition, if you see a product or service that is being consumed in one market, that product is not available in your market, you could perhaps import that product or service, and start that business in your home country. Many sources of ideas come from existing businesses, such as franchises. You could license the right to provide a business idea. You could work on a concept with an employer who, for some reason, has no interest in developing that business. You could have an arrangement with that employer to leave the company and start that business. You can tap numerous sources for new ideas for businesses. Perhaps the most promising source of ideas for new business comes from customers – listening to customers. That is something we ought to do continuously, in order to understand what customers want, where they want it, how they want a product or service supplied, when they want it supplied, and at what price. Obviously, if you work in a large company, employees might come up with ideas. Indeed, you might want to listen to what they have to say. Is the product or service real? What are the risks? And is it worth it? Could you offer an example of a start-up that evaluated an opportunity and demonstrates some of the principles you just mentioned? Well, obviously in the age of the Internet, there is no shortage of examples of entrepreneurs who started a company based on a perceived need. You could go back to the beginning of E-Bay, where they saw an opportunity to connect people through launching a virtual flea market. It offered a platform that connected buyers and sellers directly. Knowledge Wharton High School Other companies have found similar models. The company provided people the opportunity to pay online. It addressed issues of advertising on-line. All of these companies have one thing in common. They addressed an unmet need in the marketplace. There is no substitute for understanding the unmet needs of customers. That will allow you to discover whether you are able to supply those needs, at the price customers want to pay, and if you can still make a profit. Let us suppose a would-be entrepreneur has identified what he or she thinks is a promising unmet need. Can you take us through the process of evaluating and identifying the risks that should be considered in deciding whether or not to pursue that business opportunity? The first step that everyone should go through is to ask the question, is the market real? In order to do so, the first thing you want to do is conduct what we call a customer analysis. You can do that perhaps in a very technical way, by conducting surveys. When does the customer want to buy? What price is the customer willing to pay? At the end of the day, the one thing every entrepreneur is looking for is revenue, and the revenue will come from customers. That is why you need to ask yourself, is there a market here? The second thing you want to ask yourself is, who else is supplying that particular market? That is what we call competitor analysis. Ask yourself who else is in this market, and what are they doing for the customers. Are they supplying a similar substitute product or service as you have in mind? That is the second thing you have to establish, and by doing that, you can understand better what need is not met at the moment. That will also give you the opportunity to zero in on the price points and feature points of where you can differentiate

yourself from existing players in the market. Is the industry growing or shrinking? What power do the suppliers have in this industry? How many buyers are there? Are there substitute products? Are there any barriers to entry? If so, what are they? In addition, you may want to look at regulations that affect that industry. Are there any regulations that you would be subject to? This especially applies in the life sciences sector, where there are strict regulations that control the supply of products into the market. Every country around the world has a regulator in the life science sector. So, these are the high level questions that you may want to ask yourself. Once you answer these questions, and you identify the need, given the competition and all the regulatory constraints that exist in that market, that will provide you with the opportunity to tailor your service or product “ or combination of the service and product ” to that marketplace. And now let me think how I can shove it down the distribution channel. More often than not, the former approach works. This is the approach where you identify the need, do a rigorous analysis of understanding who else is out there, and what constraints exist, and how you could differentiate yourself in a meaningful way. In addition to conducting market analysis and competitive analysis, and also looking at the industry and government, are there any financial risks that entrepreneurs should take into account? What would those be? When starting a business, there are many risks that need to be considered. One way to think about the various risks an entrepreneur is faced with “ or, for that matter, an investor in an entrepreneurial venture is faced with “ is to break them down into several buckets. Well, here, the biggest sources of risk are the founders. Do they have the wherewithal not just to start the company, but also grow the company? Experience has shown that the prevalence of individuals such as Bill Gates or Michael Dell, Steve Jobs, that can not only start companies, but also manage its growth “ the prevalence of such individuals is relatively limited. A second source of risk is technology risk. To the extent that your company employs technology, there are obviously issues of, how long will this technology be the leading edge? Secondly, are there any intellectual property issues that need to be addressed? Lastly, there exists the product risk. All these issues are under the bucket of company risk. A second bucket for the sources of risk is the market for the product. You need to be aware of two big uncertainties. A third bucket consists of risks associated with the industry. Are there any factors in that industry that relate to availability of supply? In some cases, you need to have certain raw materials that are in limited supply, and that some suppliers might be able to take advantage of that. Barriers to entry might change. Regulations might change, and adversely or positively affect your business. Lastly, there are financial risks. And here, the question is, will you be able to raise the money early on? At what valuation will you be able to do it? Will you be able to raise follow-up money? We have just gone through a substantial period of almost two years where IPOs were few and far between. Professor Amit, you have been studying new ventures and entrepreneurship for many years. What are the biggest mistakes you have found entrepreneurs make at the initial stage of identifying business opportunities, in your experience? The most frequent mistake that people tend to make is to think everybody in the market is like them. If they like the product, everybody else will. Sometimes “ too often “ entrepreneurs, and especially entrepreneurs with an engineering background, are too focused on the engineering features or technology features of the particular product, rather than on the need that they are trying to fulfill. Customers buy products that add value. Customers buy products that they need, in order to satisfy some issue that they wish to satisfy. But not the technology, per se; it is the services of the technology that matter. Very often, entrepreneurs “ particularly smart entrepreneurs “ are overwhelmed by the technological aspect, and they pay too little attention to what the customers want.

### 6: Finding the Right Career: How to Choose or Change Career Paths and Find Job Satisfaction

*Some of the best opportunities you'll ever get are ones you'll find when you're looking for something else. Have clear criteria. Exactly because opportunities come along all the time (when you're looking for them), you need to have some criteria for which to take and which to leave alone.*

This is a guest post from Mike Reeves-McMillan of Living Skillfully Back in December last year, I wrote a guest post for Life Optimizer called 5 Things That Are Better Than a Plan , talking about how a sense of purpose, a direction, a moral compass, awareness of opportunities and a range of tools and techniques are better resources than a rigid plan in a changing world. It got a great response, with lots of comments. One comment in particular gave me an idea for this follow-up post. That looks to me like an opportunity to say more. So here are my thoughts on how to create and recognize opportunities in life. So many seeds. Another comment on my earlier post quoted the Biblical book of Ecclesiastes: If you want to have a lot of opportunities, start a lot of small things and watch to see which ones become big. A friend of mine is an aspiring actress. She auditions for everything. Fighting prostitute in Spartacus? Angel for one scene in the small indie film The Insatiable Moon? She got two out of three of those roles. If you want to be struck by lightning, you need to go out in every thunderstorm and climb the biggest tree you can see. Know what an opportunity looks like. Over Christmas my wife and I did a jigsaw puzzle. It was a great lesson in spotting opportunities. Perhaps the little bit of yellow is smaller than you thought. Maybe the pattern changes suddenly on this piece. What we did was to start with the pieces that were easiest to spot, that were clear matches to what we were looking for or obviously went together. Good questions to ask include: Does this take me closer to, or further from, my ultimate goal? What benefits will it give me? What costs are involved? Does this have the potential to open up to something larger, or is it clearly a one-off? If it did open up to something larger, would that be something I was prepared to pursue? If I refuse this opportunity, does that close off others in the future? You have to, as they say in jazz, pay your dues. When I was a freelance writer, I several times took small projects that turned into much larger ones. By this I mean, structure things so that you can act on opportunities when they arrive. Think in advance about what would need to happen if your great opportunity did occur. Could you take time from your current work? Would you be able to survive financially? What other responsibilities would someone else have to take over temporarily? Would you need someone to mind your kids, mind your house, feed your fish, guest post on your blog? Having these essential things taken care of becomes part of your no-brainer scenario. So, take a look around. What do you have that you can turn into opportunities? Mike Reeves-McMillan is always looking for opportunities to connect with people who want to pay attention to their lives and live them better.

### 7: A Simple Guide to Finding Opportunities – Life Optimizer

*In , Jim Poss was walking down a Boston street when he noticed a trash vehicle in action. The truck was idling at a pickup point, blocking traffic, with smoke pouring out of its exhaust.*

### 8: 10 Online Gold Mines for Finding Paid Freelance Writing Jobs

*So if you want to be the lucky someone, you can make great opportunities happen. Develop the seven habits that will get you seeing opportunities and other people seeing you. Once you start, you might be surprised who starts pitching in to help you.*

### 9: 7 Steps to Finding the Right Volunteer Opportunity

*Some of the most successful entrepreneurs in the world aren't the best coders or sales people, but instead, just really good at seizing great opportunities.*

*The crippled and the disabled Crow Soup for the Customer Service Soul The horse-leech hath two daughters Solution to problems in fluid mechanics The Thirty-Nine Steps (Large Print) Daredevils (Planets Most Extreme) Down Peaceful Paths (Down Peaceful Paths) Inurl parts intext music pub filetype Scm Study Guide to Christian Ethics (Scm Study Guide S.) Ordinary differential equations with numerical techniques The Language of Heroes Ranna Cossit by Robert Morgan Coal measure mollusca Edward T. Cox. Spirit-Centered Wholeness Philadelphia address on African Americans and religion by Frances Ellen Watkins Harper Blue planet project manual Saints of Hysteria II. Preliminary discourse. Cosmogony of Moses. (Hebrew text, literal versions in French and English, and Apple inc. product portfolio analysis Kaplan GMAT 2006, Premier Program Flexible removable partial dentures design and clasp concepts William Stallings operating systems 5th edition My Special Care Scrapbook for Adopted Children (A Scrapbook) The resource holding corporation among the Mescalero Apache. The real world of Joanne Rowling Complete Fairy Tales for Solo Piano School buildings and equipment Abstracts of the Collected works of C.G. Jung Review of critical care nursing III. Gothic in Italy, France, and Northern Europe. Pioneering the Snake River fork country The alchemy business growth methodes Solidarity Nevermore Hethitische Rituale Und Festbeschreibungen (Keilschrifturkunden Aus Boghazkoei) When Catherine the Great and I were eight! Shattering the Silence: Confronting the Perils of Family Elder Abuse Henry V Classics Library (Wordsworth Classics) Random phenomena fundamentals of probability statistics for engineers Thats what princes do I wonder why flutes have holes*