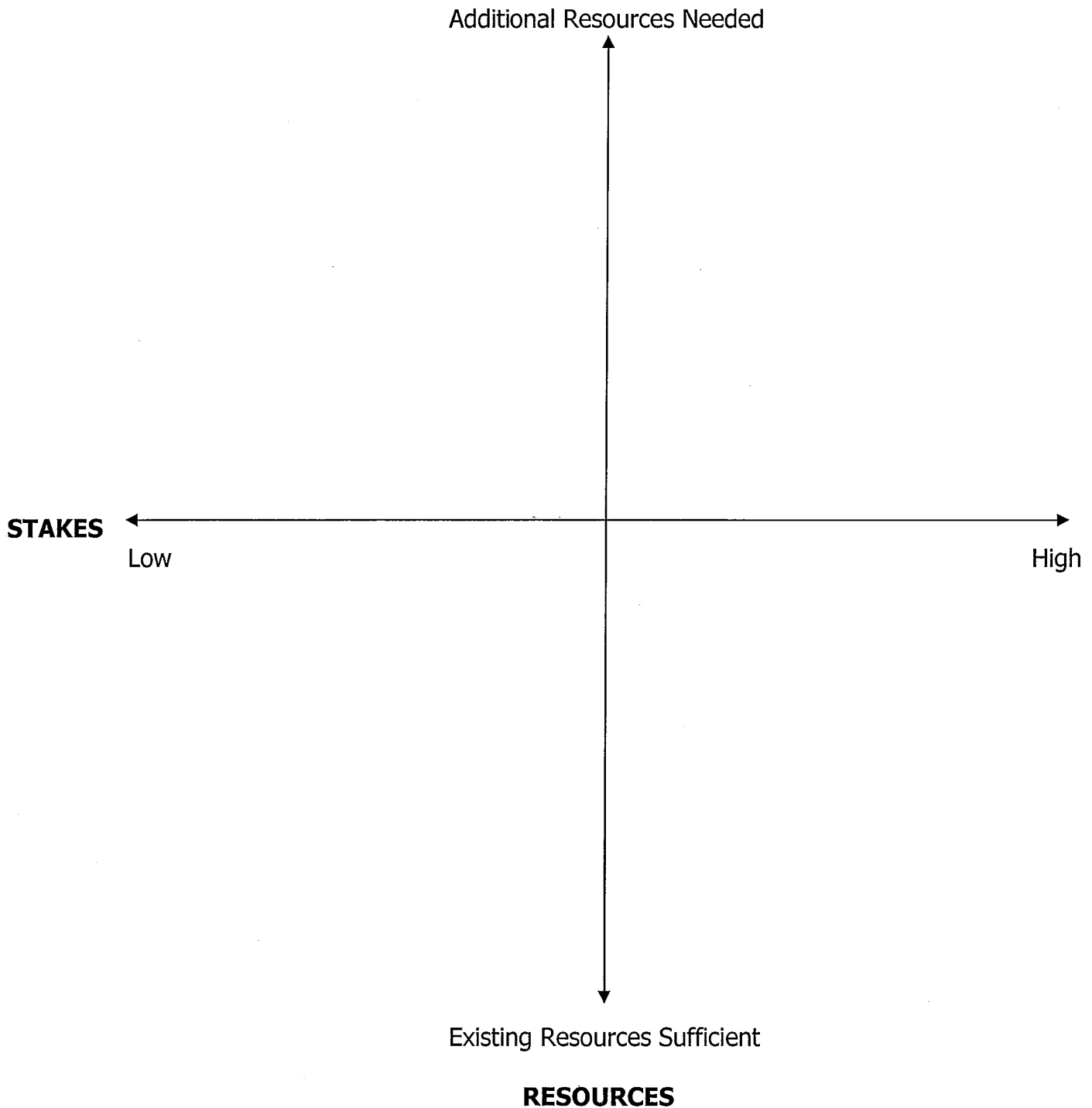


DECISION-MAKING MATRIX FOR EVALUATING NEW OPPORTUNITIES



Two key questions

- How much are we invested or involved in responding to this opportunity?
What is our stake in the outcome of this response?
- What resources (human, capital, material) need to be obtained to respond?
How could we generate needed resources?

DECISION-MAKING MATRIX FOR EVALUATING NEW OPPORTUNITIES

