**Venture Evaluation Criteria**

**Feasibility**

* determine the viability of an idea, is the project worth the investment—in some cases, a project may not be doable.

Technical Feasibility - this assessment focuses on the technical resources available to the organization.

Economic Feasibility - this assessment typically involves a cost/ benefits analysis of the project, helping organizations determine the viability, cost, and benefits associated with a project before financial resources are allocated

Operational Feasibility - this assessment involves undertaking a study to analyze and determine whether—and how well—the organization’s needs can be met by completing the project.

Scheduling Feasibility - this assessment is the most important for project success; after all, a project will fail if not completed on time.

**Marketability**

* Marketability is a measure of whether a product will appeal to buyers and sell at a certain price range to generate a profit.
* Prior to attempting to market products, the product developers should complete a marketability evaluation. This helps marketing managers and other executives determine whether the product(s) is marketable in the current and future market.
* Questions to consider are, "Who will buy this product?" and "How much does the product cost?"
* These and other questions help determine if it is worthwhile to invest resources into the product.
* The product should be able to fulfill the consumer's needs or desires; be manufactured and sold for the right price that is profitable; have an established market opportunity; and pass safety, environmental, legal and performance expectations and standards

**Profitability**

* Profitability is the ability of a business to earn a profit
* A company's net profit is the revenue after all the expenses related to the manufacture, production and selling of products are deducted.
* Profit is "money in the bank." It goes directly to the owners of a company or shareholders, or it is reinvested in the company.
* Profit, for any company, is the primary goal, and with a company that does not initially have investors or financing, profit may be the corporation’s only capital.
* Without sufficient capital or the financial resources used to sustain and run a company, business failure is imminent.
* No business can survive for a significant amount of time without making a profit, though measuring a company's profitability, both current and future, is critical in evaluating the company.
* Although a company can use financing to sustain itself financially for a time, it is ultimately a liability, not an asset.