



EXAM-DAY · 90-MIN REVISION CARD

# Entrepreneurial Opportunity

Print this · Fold it · Carry to the exam-hall gate · Revise once · Then walk in.

**FORMULAS & KEY RESULTS**

OPPORTUNITY = an idea that has passed VIABILITY + FEASIBILITY + FIT tests

IDEA vs OPPORTUNITY: idea is a thought; opportunity is an assessed and validated thought

PESTEL: Political · Economic · Social · Technological · Environmental · Legal — six dimensions of macro environment

ENVIRONMENT SCANNING: continuous, not one-time; identify forces affecting opportunities + threats

SOURCES of opportunities: Problems · Changes · Innovations · Hobbies · Observations · Government policies · Demographics · Industry trends

FEASIBILITY (four dimensions): Market · Technical · Financial · Regulatory

OPPORTUNITY ASSESSMENT = scanning environment + identifying gap + verifying feasibility + matching with entrepreneur's capability

TYPES of opportunities: Products · Services · Processes · Business models

CREATIVITY TECHNIQUES: brainstorming · SCAMPER · attribute-listing · forced relationships

OPPORTUNITY FIELD = gap between what exists and what is needed in the market

**TOP 5 PYQ PATTERNS****1 Environment scanning + PESTEL***5 marks · 95% of years*

Define scanning · expand each PESTEL letter · give one example per letter · note 'continuous, not one-time'.

**2 Idea vs Opportunity***3 marks · 90% of years*

Define each · 3 contrasts · 2 concrete examples (idea-level + opportunity-level).

**3 Sources of opportunities (4 of them)***4 marks · 80% of years*

Pick 4 from problems/changes/innovations/observations/hobbies/demographics/policies · explain + example each.

**4 Feasibility analysis (4 dimensions)***4 marks · 80% of years*

Market · Technical · Financial · Regulatory · explain each + give one example of an opportunity that failed that dimension.

**5 Case-study application***6 marks · 75% of years*

Identify source · run through PESTEL · run feasibility · compare with entrepreneur capabilities · give recommendation.

**90-MIN REVISION FLOW****0-15 min**

Memorise PESTEL letters in order with one example each.

**15-30 min**

Memorise the 5+ sources of opportunities (problems, changes, innovations, hobbies, observations) and 1 example per source.

**30-45 min**

Practise the idea vs opportunity distinction — write three pairs (idea + matching opportunity) from memory.

**45-65 min**

Solve 3 case-study PYQs. Practice the workflow: source → PESTEL scan → feasibility → recommendation.

**65-80 min**

Practise 4-dimension feasibility analysis on a hypothetical opportunity (e.g. organic food delivery in your city).

**80-90 min**

Self-check: can you state, from memory, all 6 PESTEL dimensions + 4 sources + 4 feasibility checks?

**Confidence, not anxiety.** You've practised this all year. Trust your steps. Don't change strategy on exam morning. Helpline: +91 70330 05444 · [readyforboards.com](http://readyforboards.com)