**5 Ms for Evaluating a Business Venture**

**Market:** What is the market potential?

**Merit:** Does the business venture have strong merit for succeeding?

**Multiple:** Does the business venture have potential for increasing value

 by a substantial multiple over its initial investment.

**Management:** Is the management structure appropriate for the business

 venture? What is its governance structure?

**Margin:** Are the margins appropriate for the business venture to make

 money?