I believe the venture’s choice of customer (C) would lead to significant value creation

I believe the value proposition (VP) would lead to significant value creation

I believe the offering and core competencies (OCC) would lead to significant value creation

I believe all the right people (P) are on the team

Note: impact = C x VP  e.g. for scores of 8/10 in each of these you would calculate impact = 0.8 x 0.8 = 0.64 which is 64% of the way up the chart.

Note: feasibility = OCC x P