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**This table provides a simple framework for evaluation of possible new options.**

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| **Topic** | **Audience** | **Gap? Perceived need?** | **Why important** | **Impact if addressed?**  **(Quantify?)** | **Alternate supply** | **Mission**  **fit** | **Current Skill set** | **Potential Funding?** | **Potential partners** |
|  |  |  |  |  |  |  |  |  |  |
| **Example**  Urban pests | 13 million Households  #? Structural control groups | Many households (quantify?) use home and garden pesticides poorly | Safety & health in the home  Environment protection | Need to indicate the benefits if improved – extent and social benefit etc.. | Private companies  Other? | High | High in general  Low presence in urban areas | DPR?  Other? | TBD |