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O2V Framework 20260510

Opportunity-to-Venture Framework A Front-End Opportunity Judgment Framework for the AI Era

From Signal to Venture. From Idea to Asset.

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Internal Version: v1.4

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Opportunity-to-Venture Framework

A Front-End Opportunity Judgment Framework for the AI Era

Version: **Official Public Release 20260510**

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1. One-Sentence Definition

O2V Framework is a front-end opportunity judgment framework for the AI era, designed to convert external opportunity signals into verifiable, executable, manageable, investable, and assetable venture opportunities.

In short:

From Signal to Venture.

From Idea to Asset.

2. Founding Statement

O2V Framework is a front-end opportunity judgment framework for the AI era.

It was created to answer a simple but critical question:

When opportunities are everywhere, how do we know which ones are worth building?

In the AI era, ideas are no longer scarce.

Signals are everywhere.

Products can be prototyped faster than ever.

Content can be generated instantly.

Almost every trend can be turned into a startup story.

But speed does not remove uncertainty.

More ideas do not mean better opportunities.

A working demo does not prove real demand.

User interest does not always become willingness to pay.

Growth without compliance boundaries can become a hidden liability.

And a business that earns short-term income may still fail to become a long-term asset.

O2V Framework was designed to bring discipline to the earliest stage of venture creation.

It helps entrepreneurs, innovators, consultants, and early-stage investors move from scattered market signals to structured opportunity judgment.

It asks whether an opportunity has:

- a real scenario;
- a clear persona;
- a strong pain;
- a viable MVP;
- measurable leading indicators;
- a credible Business Case;
- a controllable compliance boundary;
- an assetization path;
- and a financing story that can be supported by evidence.

O2V does not try to replace proven methodologies.

It integrates and recomposes mature practices from entrepreneurship, product discovery, innovation management, business case design, investment screening, and risk governance.

Its purpose is not to generate more ideas.

Its purpose is to identify which ideas deserve time, capital, and execution.

3. Positioning Statement

O2V Framework is not an attempt to invent a completely new theory from scratch. Nor is it a copy, replacement, or upgraded version of any single existing methodology.

More precisely, O2V Framework is a structured integration and recombination of mature methodologies and practices, including but not limited to:

- entrepreneurship validation;
- product discovery;
- user research;
- business case design;
- investment screening;

- risk governance;
- MVP validation;
- leading indicator design;
- assetization thinking;
- financing narrative assessment.

The independent value of O2V does not lie in claiming ownership over general concepts. It lies in organizing mature practices into a continuous judgment chain:

Signal → Business Case → Venture Asset

That means:

Opportunity signal → Verifiable business case → Manageable, investable, and assetable venture opportunity

4. Why the AI Era Needs O2V

AI lowers the cost of generating ideas, creating prototypes, producing content, and building first versions of products. But it does not automatically improve the quality of opportunity judgment.

In fact, AI may amplify early-stage misjudgment:

- generating more low-quality ideas faster;
- building demos nobody wants faster;
- turning trends into startup stories faster;
- entering platform grey areas faster;
- touching data, copyright, privacy, and compliance risks faster;
- consuming time, attention, and capital faster in the wrong direction.

O2V is designed to address the problem of early-stage opportunity judgment:

- Do not start from intuition alone.
- Do not judge opportunities only by size.
- Do not confuse a demo with demand validation.
- Do not mistake short-term income for long-term assets.
- Do not grow blindly without compliance boundaries.

5. Applicable Scenarios

O2V Framework can be used for:

- early-stage startup idea assessment;
- side business and second-curve opportunity assessment;
- corporate innovation opportunity screening;
- product opportunity discovery;
- university entrepreneurship project development;
- early-stage investment pre-screening;
- overseas product localization opportunity analysis;
- AI application scenario assessment;
- consulting-led innovation opportunity discovery.

6. The 9-Step Judgment Chain

O2V Framework follows a 9-step judgment chain:

Signal → Scenario → Persona → Pain → Product → Validation → Business Case → Asset → Financing Story

1. **Signal: Opportunity Signal Capture**
2. **Scenario: Scenario Recomposition**
3. **Persona: Target User Persona**
4. **Pain: Real Pain and Willingness to Pay**
5. **Product: Minimum Product Definition**
6. **Validation: Validation Design**
7. **Business Case: Verifiable Business Case**
8. **Asset: Assetization Path**
9. **Financing Story: Financing Narrative Assessment**

7. Step Details

Step 1: Signal - Opportunity Signal Capture

The first step is not judgment, but signal capture.

Opportunity signals may come from overseas AI applications, industry news, startup communities, social media discussions, user complaints, product rankings, funding news, enterprise frontline feedback, customer interviews, sales records, and support tickets.

Outputs include:

- raw opportunity signal list;
- trend tags;
- source links;
- preliminary categories;
- user discussion summaries.

Step 2: Scenario - Scenario Recomposition

Many opportunities cannot be copied directly. A product that works overseas may not have the same scenario in another market. A small local pain point may hide a larger opportunity.

Key questions include:

- In what real scenario does this opportunity occur?
- Does the target market have an equivalent scenario?
- When does the target user experience this problem?
- Is the scenario high-frequency or high-value?
- Is there a clear payer?
- Are channels, user habits, platform rules, and policies suitable?

Outputs include:

- scenario description;
- market fit judgment;
- channel assumption;
- payer assumption;
- localization or scenario adaptation suggestions.

Step 3: Persona - Target User Persona

Without a clear persona, there is no real opportunity.

Key questions include:

- Who feels the pain most strongly?
- Who uses the solution?
- Who pays?

- Who decides?
- Who recommends?
- Who has recurring demand?
- Who is most likely to become an early user?

Outputs include: core persona, typical user scenario, user / payer / decision-maker distinction, behavior characteristics, and purchase trigger.

Step 4: Pain - Real Pain and Willingness to Pay

A pain point does not automatically mean a business opportunity.
A complaint does not automatically mean willingness to pay.

Key questions include:

- Is the pain high-frequency, high-intensity, or high-value?
- How do users solve it today?
- Why are current solutions insufficient?
- Are users already paying for alternatives?
- If not, is it because the pain is weak or because no good solution exists?
- What triggers payment?

Outputs include: pain description, current solution gap, willingness-to-pay logic, purchase trigger, and demand strength judgment.

Step 5: Product - Minimum Product Definition

MVP is the minimum validation, not the minimum feature set.

The first product may be a landing page, report, manual service package, community, template, workflow, demo, training session, or small paid test.

Key questions include:

- What is the minimum deliverable?
- What result must users receive to feel value?
- Can the first version be delivered manually?
- Which functions are essential?
- Which functions can wait?
- Which key assumption does the MVP validate?

Outputs include: MVP scope, core deliverable, core functions, user value result, and future product form.

Step 6: Validation - Validation Design

Validation should test behavior, not only verbal interest.

Examples include: leaving contact information, joining an interview, booking a demo, sharing or recommending, paying a small amount, pre-ordering, using repeatedly, and giving real feedback.

Outputs include: validation cycle, validation target, validation channel, sample size, key validation indicators, success criteria, failure criteria, and next action.

Step 7: Business Case - Verifiable Business Case

A Business Case is not a beautiful story. It is a structured decision artifact that makes an opportunity discussable, comparable, verifiable, and governable.

It must answer:

- Is the opportunity real?
- Is the solution feasible?
- Is the value verifiable?
- Is the project worth further investment?
- What are the key risks?
- What is the compliance level?

Outputs include: standardized business case, opportunity score, compliance risk level, and recommended next action.

Step 8: Asset - Assetization Path

O2V asks not only how the project earns money, but also what long-term assets it can build.

Possible assets include: user assets, data assets, content assets, methodology assets, product assets, channel assets, brand assets, project assets, ecosystem assets, and long-term rights.

Outputs include: assetization path, asset types, long-term value judgment, and platform potential.

Step 9: Financing Story - Financing Narrative Assessment

Not every project is suitable for financing.

A financing story is not a financing promise. It is an assessment of capital readability.

Key questions include:

- Is the project cash-flow oriented or venture-scale oriented?
- Can it scale?
- Does it have platform, data, network, or ecosystem potential?

- What data would investors care about?
- What must be proven before the next financing milestone?
- Will compliance, data, platform, or regulatory risk affect the narrative?

Outputs include: financing narrative frame, key data needed, investor questions, and risk boundary.

8. O2V Scoring Model

O2V Framework uses:

Base Opportunity Score + Compliance Risk Adjustment

Base Opportunity Score: maximum 100 points.

Compliance Risk Adjustment: up to -50 points.

Red-line risks: immediate elimination.

Formula:

O2V Score = Base Opportunity Score - Compliance Risk Deduction

Dimension	Score	Core Question
Demand Strength	15	Is the demand frequent, painful, or valuable?
Scenario Fit	15	Does it fit the target scenario and market?
Willingness to Pay	15	Is there a clear payment motivation?
AI Leverage	12	Does AI significantly improve efficiency, quality, or experience?
MVP Feasibility	10	Can it be validated at low cost?
Acquisition Feasibility	10	Is there a clear acquisition path?
Differentiation Space	8	Can it avoid pure commodity competition?
Assetization Potential	10	Can it build long-term assets?
Founder Fit	5	Does it match founder capability, resources, and direction?

9. Compliance Risk Gate

O2V treats compliance risk not as a minor scoring item, but as a gate that determines whether an opportunity can enter validation, financing narrative, and scaling.

Level	Deduction	Meaning
Level 0: Low Risk	0 to -5	Normal tool or service, no sensitive data or heavy regulation
Level 1: Controllable Risk	-5 to -15	Light data, content, copyright, or platform rule risk
Level 2: Medium-High Risk	-15 to -30	Sensitive data, scraping, financial / medical / legal assistance, minors
Level 3: Major Risk	-30 to -50	Business model depends on high-risk data, regulatory boundaries, or platform grey areas
Level 4: Red-Line Risk	Eliminate	Clearly illegal, grey/black industry, illegal finance, medical diagnosis, privacy trading, illegal scraping

Core principle:

Compliance risk is not a minor deduction. It is a gate.

10. Business Case Template

The O2V Business Case includes 16 modules:

1. Project Name
2. One-Sentence Opportunity Judgment
3. Target User & Persona
4. Core Pain and Willingness to Pay
5. Benefits Hypothesis
6. MVP
7. Leading Indicators
8. Financial Metrics
9. Verification Plan
10. Solution Roadmap
11. Market & Channel Fit
12. Business Model
13. Assetization Path
14. Financing Story
15. Key Risks & Compliance Level
16. O2V Score + Recommendation

The core validation chain is:

11. Core Principles

1. O2V is not invented from scratch. It is a structured recomposition of proven practices for the AI era.
2. An opportunity starts with a signal, but it must be proven through scenario, persona, pain, and evidence.
3. Without a clear persona and strong pain, there is no real opportunity.
4. MVP is not the smallest product. It is the smallest way to validate the most critical assumption.
5. Leading indicators must be defined after the MVP, because they exist to judge whether the MVP is validating the value hypothesis.
6. A Business Case is not a presentation. It is a structured argument for why an opportunity deserves resources.
7. Short-term revenue proves demand, but long-term assets define the ceiling.
8. Financing stories must be supported by validation data, not ambition alone.
9. Compliance risk is not a minor deduction. It is a gate that determines whether an opportunity can move forward.
10. O2V exists to reduce early-stage misjudgment before time, capital, and execution are committed.

12. Framework Deliverables

Using O2V Framework can typically produce the following deliverables:

1. Opportunity Signal List

A structured record of external market signals, user feedback, industry trends, product cases, and technology shifts.

2. Opportunity Card

A lightweight description of a single opportunity, including scenario, user, pain, initial product direction, and risk notes.

3. O2V Score

A preliminary score based on demand strength, scenario fit, willingness to pay, AI leverage, MVP feasibility, acquisition feasibility, differentiation space, assetization potential, and founder fit.

4. Compliance Risk Level

A risk classification covering data, platform, regulatory, privacy, copyright, financial, medical, and other compliance-related risks.

5. Business Case

A complete Business Case for high-potential opportunities, including value hypothesis, MVP, leading indicators, financial metrics, validation plan, assetization path, and financing story.

6. Validation Plan

A clear plan defining validation cycle, target users, validation methods, sample size, success criteria, failure criteria, and next actions.

7. Assetization Path

A judgment of whether the opportunity can build user, data, content, methodology, product, channel, brand, ecosystem, or long-term rights assets.

8. Financing Story

A financing narrative frame that assesses whether the opportunity has capital readability and what evidence must be proven before the next stage.

13. Copyright, Citation, and Legal Notice

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O2V Framework is an opportunity judgment and business case design framework. It does not constitute legal, financial, medical, investment, financing, tax, or regulatory advice.

14. Version Note

Public Release Version: **O2V Framework 20260510**

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Key updates in v1.4:

1. The main brand is unified as O2V Framework / Opportunity-to-Venture Framework.
2. The public version uses the date-based version number 20260510.
3. The homepage uses a Founding Statement and avoids Agile Manifesto-style expressions.
4. Daily / weekly / monthly outputs are removed.
5. A general Framework Deliverables section is introduced.
6. The 9-step judgment chain, scoring model, compliance risk gate, Business Case template, and copyright statement are retained.