

Annex 3 Template for assessing market opportunity groups (MOGs)

Assessment question	Response and action required
What is the overall purpose and functions of the market opportunity group (MOG), and how often do they meet and where?	
Does the MOG have a good balance between translators, connectors and opinion-makers, and how have the attitudes of the members changed?	
Does the MOG have a fair gender balance? If not, how can this be addressed?	
Who leads the MOG and makes key decisions and does it have a strategic vision?	
How is the MOG coordinated, managed and financed, and is it formal or informal?	
What are the perceptions of the effectiveness of the MOG from members and non-members?	
What is the MOG's history, track record and biggest successes and difficulties?	
What are the MOG's current challenges and opportunities?	