

Opportunity Observation Log

Primary Artifact - 30-Day Foundation

Purpose

This log is your primary artifact throughout the program. Document real opportunities, market observations, and growth signals you observe in your current role or through research exercises.

Requirements

- 10+ documented observations by program end
- At least 2 observations per week
- Use free tools to validate/research observations
- Connect observations to program concepts

Instructions

1. **Observe:** Notice opportunities, market signals, or growth indicators
2. **Research:** Use free tools (SAM.gov, SAM.gov Contract Data, USAspending) to validate
3. **Document:** Complete an entry in this log
4. **Connect:** Link observation to relevant domain/module concepts
5. **Discuss:** Share relevant observations with your manager

Log Entries

Entry 1

Week	Week ____
Observation Type	<input type="checkbox"/> Opportunity <input type="checkbox"/> Market Signal <input type="checkbox"/> Customer Insight <input type="checkbox"/> Competitive Intel <input type="checkbox"/> Other
Source	
Description	
Agency/Customer	
Estimated Value	\$
Free Tool Used	<input type="checkbox"/> SAM.gov <input type="checkbox"/> Contract Data <input type="checkbox"/> USAspending <input type="checkbox"/> DSBS <input type="checkbox"/> Other
Research Findings	
Domain Connection	D__ :
Action Recommended	
Shared With	

Entry 2

Week	Week ____
Observation Type	<input type="checkbox"/> Opportunity <input type="checkbox"/> Market Signal <input type="checkbox"/> Customer Insight <input type="checkbox"/> Competitive Intel <input type="checkbox"/> Other
Source	
Description	
Agency/Customer	
Estimated Value	\$
Free Tool Used	<input type="checkbox"/> SAM.gov <input type="checkbox"/> Contract Data <input type="checkbox"/> USAspending <input type="checkbox"/> DSBS <input type="checkbox"/> Other
Research Findings	
Domain Connection	D__ :
Action Recommended	
Shared With	

Entry 3

Week	Week ____
Observation Type	<input type="checkbox"/> Opportunity <input type="checkbox"/> Market Signal <input type="checkbox"/> Customer Insight <input type="checkbox"/> Competitive Intel <input type="checkbox"/> Other
Source	
Description	
Agency/Customer	
Estimated Value	\$
Free Tool Used	<input type="checkbox"/> SAM.gov <input type="checkbox"/> Contract Data <input type="checkbox"/> USAspending <input type="checkbox"/> DSBS <input type="checkbox"/> Other
Research Findings	
Domain Connection	D__ :
Action Recommended	
Shared With	

Entry 4

Week	Week ____
Observation Type	<input type="checkbox"/> Opportunity <input type="checkbox"/> Market Signal <input type="checkbox"/> Customer Insight <input type="checkbox"/> Competitive Intel <input type="checkbox"/> Other
Source	
Description	
Agency/Customer	
Estimated Value	\$
Free Tool Used	<input type="checkbox"/> SAM.gov <input type="checkbox"/> Contract Data <input type="checkbox"/> USAspending <input type="checkbox"/> DSBS <input type="checkbox"/> Other
Research Findings	
Domain Connection	D__ :
Action Recommended	
Shared With	

Entry 5

Week	Week ____

Observation Type	<input type="checkbox"/> Opportunity <input type="checkbox"/> Market Signal <input type="checkbox"/> Customer Insight <input type="checkbox"/> Competitive Intel <input type="checkbox"/> Other
Source	
Description	
Agency/Customer	
Estimated Value	\$
Free Tool Used	<input type="checkbox"/> SAM.gov <input type="checkbox"/> Contract Data <input type="checkbox"/> USAspending <input type="checkbox"/> DSBS <input type="checkbox"/> Other
Research Findings	
Domain Connection	D__ :
Action Recommended	
Shared With	

Entry 6

Week	Week ____
Observation Type	<input type="checkbox"/> Opportunity <input type="checkbox"/> Market Signal <input type="checkbox"/> Customer Insight <input type="checkbox"/> Competitive Intel <input type="checkbox"/> Other
Source	
Description	
Agency/Customer	
Estimated Value	\$
Free Tool Used	<input type="checkbox"/> SAM.gov <input type="checkbox"/> Contract Data <input type="checkbox"/> USAspending <input type="checkbox"/> DSBS <input type="checkbox"/> Other
Research Findings	
Domain Connection	D__ :
Action Recommended	
Shared With	

Entry 7

Week	Week ____
Observation Type	<input type="checkbox"/> Opportunity <input type="checkbox"/> Market Signal <input type="checkbox"/> Customer Insight <input type="checkbox"/> Competitive Intel <input type="checkbox"/> Other
Source	
Description	
Agency/Customer	
Estimated Value	\$
Free Tool Used	<input type="checkbox"/> SAM.gov <input type="checkbox"/> Contract Data <input type="checkbox"/> USAspending <input type="checkbox"/> DSBS <input type="checkbox"/> Other
Research Findings	
Domain Connection	D__ :
Action Recommended	
Shared With	

Entry 8

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Week	Week ____
Observation Type	<input type="checkbox"/> Opportunity <input type="checkbox"/> Market Signal <input type="checkbox"/> Customer Insight <input type="checkbox"/> Competitive Intel <input type="checkbox"/> Other
Source	
Description	
Agency/Customer	
Estimated Value	\$
Free Tool Used	<input type="checkbox"/> SAM.gov <input type="checkbox"/> Contract Data <input type="checkbox"/> USAspending <input type="checkbox"/> DSBS <input type="checkbox"/> Other
Research Findings	
Domain Connection	D__ :
Action Recommended	
Shared With	

Entry 9

Week	Week ____
Observation Type	<input type="checkbox"/> Opportunity <input type="checkbox"/> Market Signal <input type="checkbox"/> Customer Insight <input type="checkbox"/> Competitive Intel <input type="checkbox"/> Other
Source	
Description	
Agency/Customer	
Estimated Value	\$
Free Tool Used	<input type="checkbox"/> SAM.gov <input type="checkbox"/> Contract Data <input type="checkbox"/> USAspending <input type="checkbox"/> DSBS <input type="checkbox"/> Other
Research Findings	
Domain Connection	D__ :
Action Recommended	
Shared With	

Entry 10

Week	Week ____
Observation Type	<input type="checkbox"/> Opportunity <input type="checkbox"/> Market Signal <input type="checkbox"/> Customer Insight <input type="checkbox"/> Competitive Intel <input type="checkbox"/> Other
Source	

Description	
Agency/Customer	
Estimated Value	\$
Free Tool Used	<input type="checkbox"/> SAM.gov <input type="checkbox"/> Contract Data <input type="checkbox"/> USAspending <input type="checkbox"/> DSBS <input type="checkbox"/> Other
Research Findings	
Domain Connection	D__ :
Action Recommended	
Shared With	

Summary Section

Complete this section at program end.

I Observation Summary

Total entries	
Opportunities identified	
Market signals documented	
Customer insights captured	
Competitive intelligence gathered	
Entries shared with team	

I Tools Used

SAM.gov	
SAM.gov Contract Data	
USAspending	
DSBS	
Other	

I Top 3 Most Valuable Observations

#1:

:

#2:

:

#3:

:

Reflection

What did you learn about identifying opportunities?:

How will you apply these skills going forward?:

What feedback did you receive from your team/manager?:

Completion Checklist

To receive your Certificate of Completion, your log should include:

- **10+ entries** documented by program end
- **At least 2 entries per week** throughout the program
- **Free tools used** to research/validate observations
- **Domain connections** identified for each entry
- **Summary section** completed with reflections

Note

This is a completion requirement, not a graded assignment. Focus on learning and practical application.