



# GENERATE YOUR MARKET OPPORTUNITY SET

NAME

DATE

## List the venture's core abilities or technological elements

Characterize them based on their functions and properties. Describe them in a general manner, independent from your (envisioned) product.

ABILITIES



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## Identify your market opportunities

Which applications can you offer with your core abilities? Which customers may need them? Zoom in to further segment each customer group.

APPLICATIONS



CUSTOMERS



application

+



customer

=



market opportunity



Place the market opportunities that you would like to evaluate in the Market Opportunity Set.