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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.