

EXPLORE THE MARKET

WHAT DO I SEE?	WHAT CAN I DO ABOUT IT?
GAPS. Are there products or services that people need but aren't currently available or are under-served?	VALUE. How can I fill the gaps? Which value can I create and offer to the market?
PROBLEMS AND PAINS Which problems and pains of people or businesses do I see?	SOLUTION How can I solve the problems and pains?
MARKET SIZE Is there enough Market to support my Business?	MY PORTION OF THE MARKET Which portion of the total market I can realistically win?
MAIN COMPETITORS What are my main competitors and their strong and weak sides?	MY ADVANTAGES AGAINST THE COMPETITORS What can I do cheaper, better or faster than my competitors?
TRENDS and COMMUNITIES (related to products or services). What are the popular trends? Are there existing communities?	MY RESPONSE How can I participate in a trend, or serve a target community?