**Brainstorm other market segments**

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| --- | --- | --- |
| What is my idea/technology? | | |
| **What industries or end users could my idea or technology apply to?** | | |
| Industry or similar category  Market segment | End users | What they would use it for? |
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Stage 1B: Narrow

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| End user | Target customer readily accessible to sales force? | Target customer well-funded? | Compelling reason to buy? | Can you deliver a whole product? | Is there entrenched competition? | Can you leverage this segment to enter others? | Rank |
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