









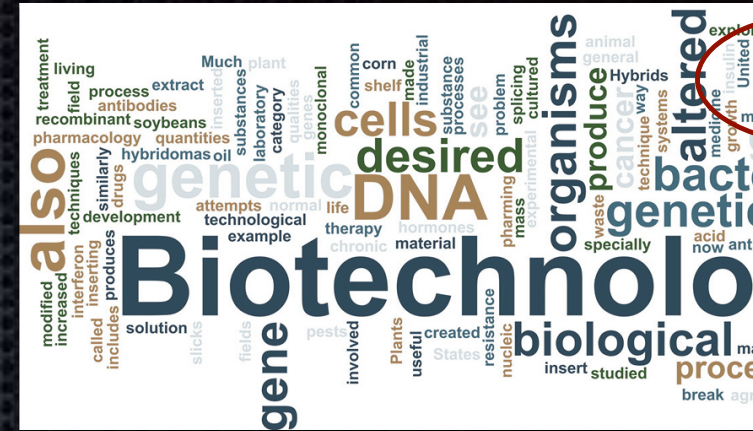
Business needs

- Context (why we need it)
- Discovery (Finding it)
- Evidence of effectiveness
- Reproducibility
- Manufacturability
- Quality



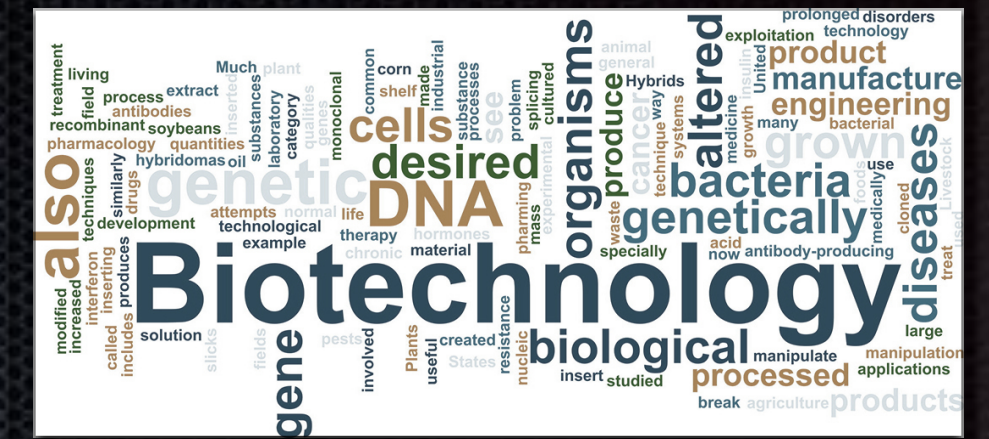
# Business needs

- Context (why we need it)
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# Context (why we need it)



- ✦ Market research
- ✦ Competition research
- ✦ Focus groups
- ✦ Gaps in the market
- ✦ Market potential