

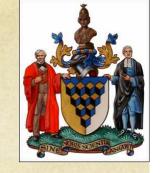
Market Needs

- Market Push
- Technology Pull
- O The Market

Market Pull

- O Is there an unmet or latent need you have identified?
- Have you done any market research to identify gaps in the market? (Gap Analysis)
- O Do you know who your potential customers/users are?
 - Public sector
 - O Industry
 - O Individual
- O Does the product or service enhance current methods by making the task:
 - o Easier
 - O Cheaper) understanding customer needs
 - O Quicker
- Knowing your customer allows you to individualise a set of solutions which gives the customer what they need to get the results they are after.
- "Look through the eyes of the CUSTOMER"

Winning with your project

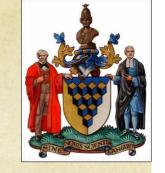


Technology Push

O Does your product or service open up a whole new horizon which wasn't available before?

- e.g nanotechnology producing technologies in numerous fields.
- Cheaper, faster, easier, DNA sequencing enabling targeted cancer gene therapies

Winning with your project



The Market

- O How well do you know the potential market size, value, complexity and accessibility?
- O Do you know current and potential competitors or technologies to your product? They might not be who or what you think.