

Market Needs



- Market Push
- Technology Pull
- The Market

Winning with your project

Market Pull



- Is there an unmet or latent need you have identified?
- Have you done any market research to identify gaps in the market? (Gap Analysis)
- Do you know who your potential customers/users are?
 - Public sector
 - Industry
 - Individual
- Does the product or service enhance current methods by making the task:
 - Easier)
 - Cheaper) understanding customer needs
 - 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* ”

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Technology Push



- Does your product or service open up a whole new horizon which wasn't available before?
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- e.g nanotechnology producing technologies in numerous fields.
- Cheaper, faster, easier, DNA sequencing enabling targeted cancer gene therapies

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The Market



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

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