

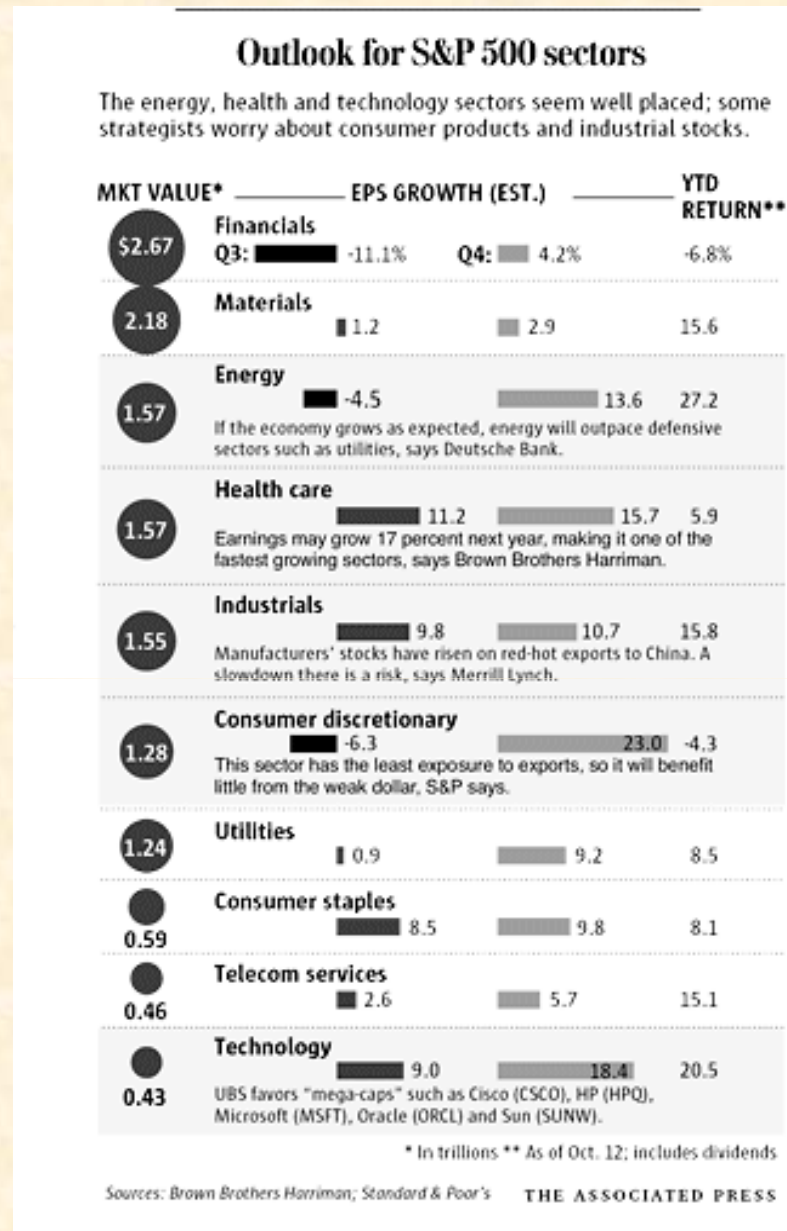
Opportunity

- ◆ A set of circumstances that creates a need for a new product, services or business that a customer is willing to buy.

1. Attractive
2. Durable
3. Timely
4. Anchored in a product or service

Identify the opportunity:

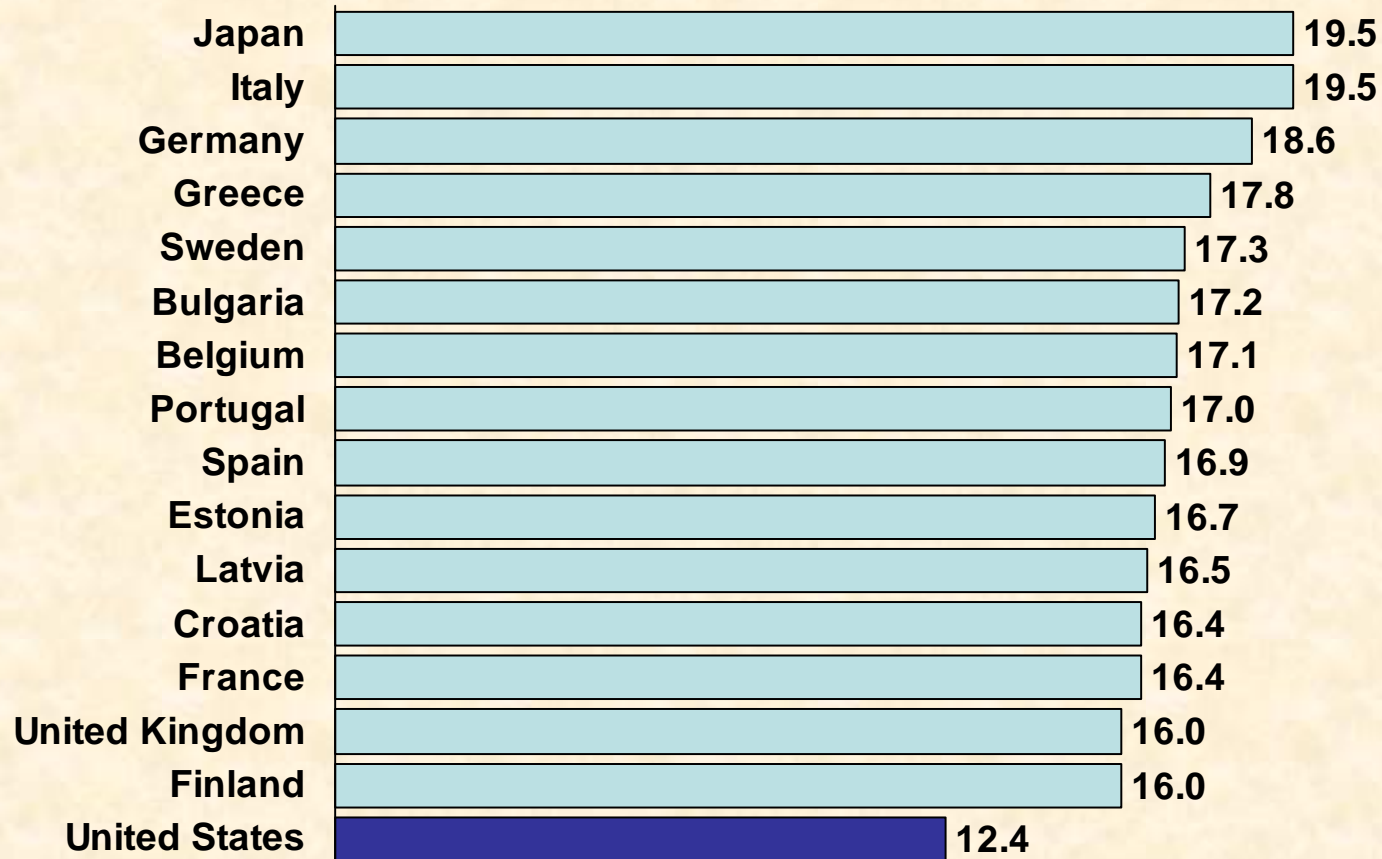
1. Observing Trends
2. Solving a Problem
3. Finding gaps in the marketplace



The World's 15 'Oldest'

Percent Age 65 or Older

Countries and the U.S.



Sources: Carl Haub, 2006 World Population Data Sheet.

Notes on the World's 15 'Oldest' Countries and the U.S.

- Except for Japan, the world's 15 oldest countries are all in Europe.
- The U.S. population is relatively “young” by European standards, with less than 13 percent age 65 or older, ranking as the 38th oldest country.
- The aging of the baby-boom generation in the United States will push the proportion of older Americans to 20 percent by 2030; it will still be lower than in most Western European countries.
- The older share of the population is expected to more than double between 2000 and 2030 in Asia and Latin America and the Caribbean. Aging is occurring more slowly in sub-Saharan Africa, where relatively high birth rates are keeping the population “young.”

Global Market Overview

- Social Crisis
- Population is getting Older-
- Global Warming
- Medical solutions
- Frontiers are thinner
- Accessibility of Markets
- Education
- Health Issues
- Food
- Humanity-Beliefs-Values-Ethics-Culture-Religion
- Information- real time
- Customer Service

Technology Market Trends

- **US fuel cell market to expand sixfold through 2012:**
The US market for commercial fuel cell products and services is forecast to expand almost sixfold through 2012 to \$975 million and reach \$3.3 billion by 2017. Demand will be bolstered by ongoing environmental concerns that will spur social interest in less pollutant energy sources, as well as continued efforts to reduce US dependence on foreign oil. The commercial market will be somewhat restrained by persistent cost hurdles, as many types of fuel cells require a high priced platinum catalyst as well as extensive investment in R&D.

Value Proposition: Mix of goods and services, and price and payment terms offered by a firm to its customers.

- **Definition**

- Value for Money
- Return on Investment
- Direct Benefit
- Indirect Benefit

- **Characteristics**

- Easily communicated
- Appeal to the proper target
- Functional
- Quantifiable

Value Chain / Market Categories:

What value my product possesses in order to be attractive to the target market?

- Inventor
- Developer
- Manufacturer
- Distributor
- Wholesaler
- Retailer
- Purchaser
- User
- Disposer
- Industrial/Commercial-operation and business outcomes. \$ Payback
- Consumer-Need, Exposure to Advertising, price sensitive
- Fashion-feel good, Brand Name,

Inventor develops a foot operated device to allow the exit door of toilets in companies and public places to be opened by foot, thus removing the need for the person existing to pull the door handle.

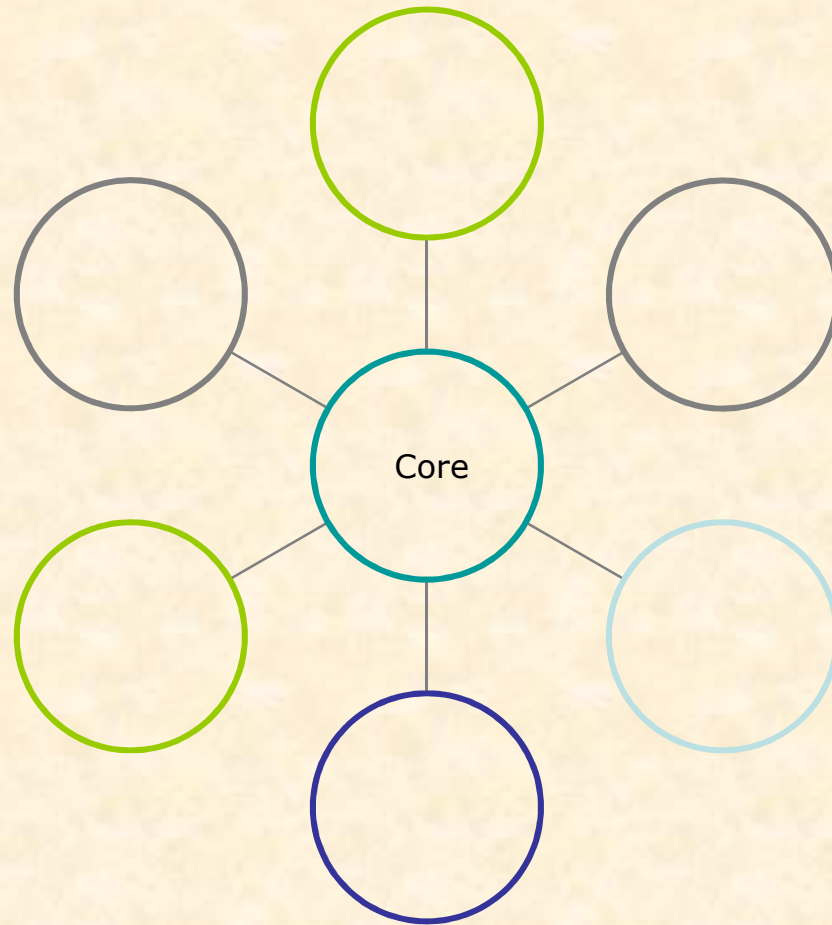
State their value proposition:

- Inventor
- Developer
- Manufacturer
- Distributor
- Retailer
- Purchaser
- The user
- Disposer

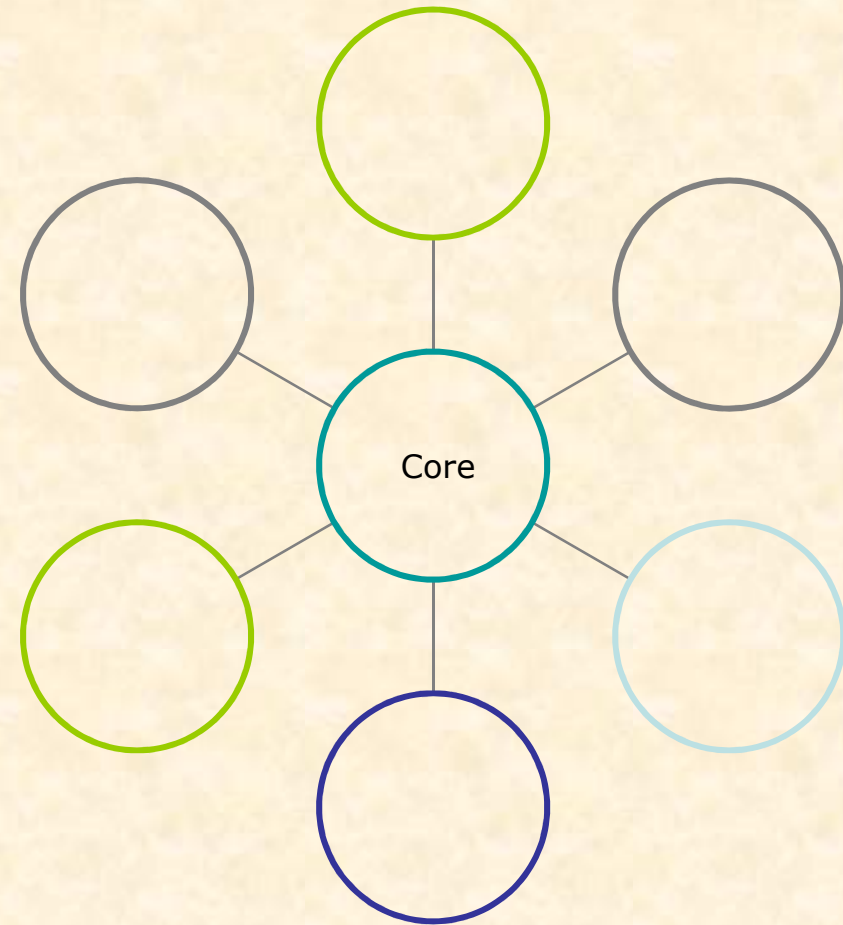


Product Brief Description:

- Customer Needs



- Product Features



Marketing Strategy

Product

Selling Point

Price

Promotion/Advertising