

**Know Your Market**

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**Test Before You Jump**



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**What's the Problem?**




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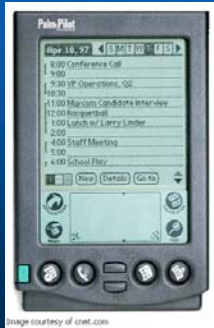
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## And What's Your Solution?



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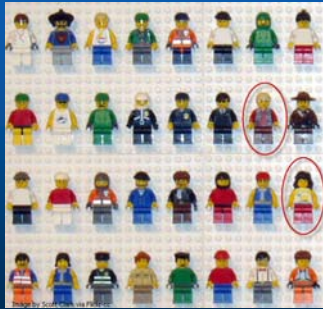
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## Potential Market vs. Sales



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## Market Segmentation



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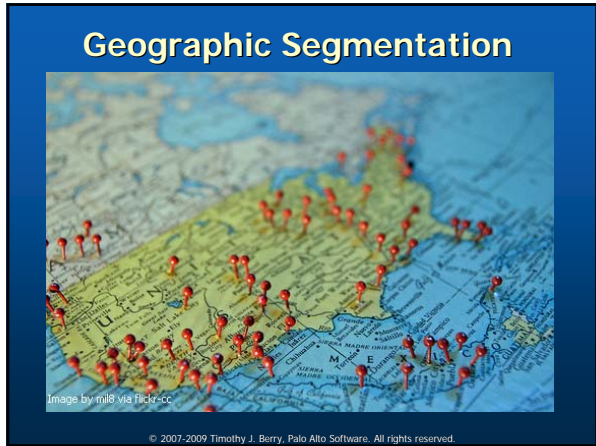
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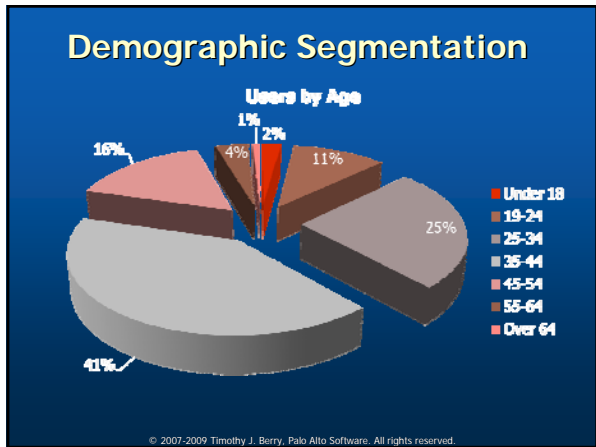
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### What, Who, and How Many




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### Profile Your Ideal Customer



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### Know Your Competition



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### Simple Potential Market

Market Analysis		2010	2011	2012	2013	2014	
<b>Potential Customer</b>	<b>Growth</b>						<b>CAGR</b>
Consumer	2%	12,000	12,240	12,485	12,735	12,990	2.00%
Small Business	5%	15,000	15,750	16,538	17,365	18,233	5.00%
Large Business	8%	33,000	35,640	38,491	41,570	44,896	8.00%
Government	-2%	36,000	35,280	34,574	33,883	33,205	-2.00%
Other	0%	19,000	19,000	19,000	19,000	19,000	0.00%
<b>Total</b>	<b>2.78%</b>	<b>115,000</b>	<b>117,910</b>	<b>121,088</b>	<b>124,553</b>	<b>128,324</b>	<b>2.78%</b>

Image source: Business Plan Pro

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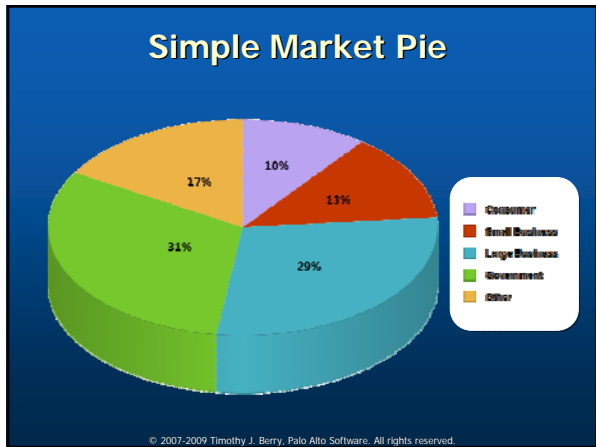
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