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|  |  |  |  |  | ***Initial*** |
| **Benefits** | **Markets** | **Application areas** | **Need** | **Solution-need fit** | **Challenges** | **Opportunities** |
| *From Current State* | *Definition of market* | *Which Business area [or consumer area] has the problem* | *The actual need experienced* | *How well does the solution fit the need? Is this a requested innovation?* | *Initial findings* | *Initial findings* |
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