

Opportunity

GENERATION

Being your own customer gives you great insight into the minds' of your potential users.

Come up with the Next Great Startup!

Low = 1 High =5

A

WHAT CUSTOMER SEGMENTS ARE YOU CURRENTLY
A PART OF?

Startup founders

Cottage owners

Best selling author

Father

Lawyers

Passion Size Access **Total**

4 4 5 **80**

3 5 3 **45**

3 2 3 **18**

2 2 1 **4**

3 5 1 **15**

B

WHAT ARE THE CUSTOMER SEGMENTS YOU USED TO
BE A PART OF?

First time founders

Singles looking for love

PhD students

Passion Size Access **Total**

5 4 5 **100**

4 3 4 **48**

2 2 2 **8**

C

WHAT CUSTOMER SEGMENTS DO YOU WANT TO BE PART
OF OR PROVIDE SUPPORT TO?

3D printing

Fine wine

Basketball

Passion Size Access **Total**

2 3 2 **18**

3 3 4 **36**

2 2 1 **4**