# Background Context - Opportunity Analysis Framework

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| Your Concept/Idea |
|  | **Profile** | **Observations/****Opportunities** |
| Clients/market(who they are, what are they buying from you,numbers, where are they, what do they do, where do they hang out etc) |  |  |
| Competition or other alternatives |  |  |
| Gaps (in the market) |  |  |
| Summary of Opportunities |