# 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 | | |