



# Forecasting Opportunity

(and all its perils)

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# Market Research Secrets

- Tools of the trade (not to scale)



# Motherhood and Apple Pie Statement

- Displacing and existing technology requires:
  - Better form, fit and function than existing solutions, but, inevitably...
  - Cost matters
- When has a higher cost solution completely displaced an existing technology?
- Higher cost = partial displacement
- Best case – technologies co-exist unless end-user behavior changes

# Opportunity Defined by Cost, Capacity

