Product-Market Needs (PMN) Assessment

Matching Core Technologies & Competencies to Emerging Market Whitespaces and Product Needs

01

Core Capabilities Assessment
- Core competencies/strengths/differentiators
- Experiences (industry, product, etc.)
- Capabilities for new developments
- Competitive environment
- Top 2-3 TA technologies to assess externally

Tech Landscape Targets

04

Finalize GTM Needs (Tech Scouting)
- What capabilities exist to fill gaps?
- How compatible are these technologies?
- How mature are these technologies?
- Are they working with any competitors?
- Can they be integrated?

Technology Gaps To be Filled

02

Technology/Market Landscape
- Where are similar technologies used today
- What else in in development (similar or replacement)
- Who are the dominant players?
- Who are the emerging players?
- What is the maturity of these technologies?
- Where can TA technologies replace/upgrade/add new capabilities?

Potential Markets Products to Pursue

03

Target Prioritization (together with TA BizDev)
- Assess each market or product for ROI potential
  - Key market/product assumptions
  - Sales potential
  - Impact potential
  - Level of effort to adapt to the need
- Identify most promising markets/products to pursue
- Identify gaps in fulfilling market/product potential

> Ezassi can also recruit leading SME's to further elaborate trends and to help determine opportunities for product/market fit.