Technology-Market Fit Analysis

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

O1 Tech Landsco

Core Capabilities Assessment

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

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

Ezassi can also recruit leading SMEs to further elaborate trends and to help determine opportunities for technology-market fit.

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?

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