

INTELLIGENCE ON EMERGING OPPORTUNITIES SPECIFIC TO **INSTALLED CUSTOMER BASE**



- DEEP DIVE INTO NEWER APPLICATIONS/USE-CASES THAT IMPACTS YOUR INSTALLED BASE
- CREATE COMPELLING BUSINESS CASES THAT YOUR SOLUTIONS CAN ENABLE
- IDENTIFY NEW PRODUCT DEVELOPMENT OPPORTUNITY FOR EXISTING CUSTOMERS
- IDENTIFY END OF THE LIFECYCLE OPPORTUNITES FOR YOUR CUSTOMERS THROUGH YOUR SOLUTIONS
- PITCH YOUR CUSTOMER'S GROWTH BACKED BY YOUR PRODUCTS/SOLUTIONS

SWOT ANALYSIS

- Strength
- Weakness
- Opportunities
- Threats

COMPETITION

- Alternatives assessment
- Competitive differentiation

NEED GAP ANALYSIS (YC)

- Pain point assessment
- VOC

