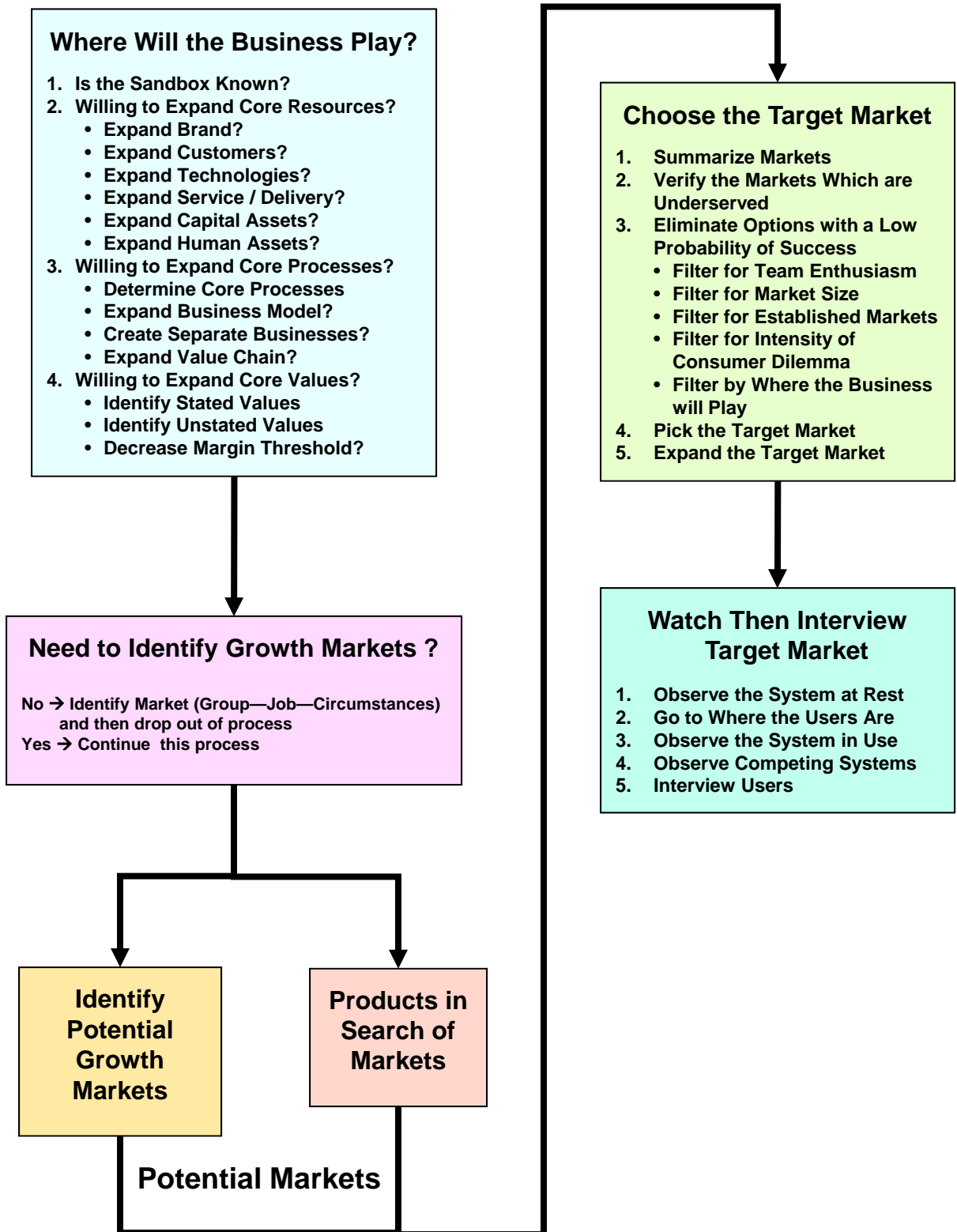


Discovering Markets



Identify Potential Growth Markets

Identify the Industry

Identify Under-Served Markets in the Industry

1. **Highly Valued Customers**
 - High End Market
 - Consumes in Surprising Quantities
 - Different Part of Value Chain
2. **Use Your Product in Unusual Ways**
 - Use or Purchase in Unusual Ways
 - Use Products for Unusual Jobs
 - Lead Users
3. **Difficult to Serve**
 - Low End Customers
 - Needing Excessive Service or Support
 - Industry Prefers not to Serve
 - With Changing Needs
 - Desiring the Anti-Job
4. **Distasteful or Blocked Jobs**
 - Jobs Least Suited
 - Painful Jobs
 - Products not Try-able
 - Performed by inconvenient or Inaccessible Experts
 - Provider is Distasteful
 - Job not Personalized enough
 - Jobs Hampered by switching costs
 - Job Blocked by Lack of Knowledge
 - Jobs not Provided in Geographic Region
 - Job Access Blocked by Regulation
 - Job Access Blocked by Culture
 - Job Access Blocked by Personal Limitations
 - Dangerous Jobs
 - Jobs in Harsh Environments
 - Inconvenient but Urgent Jobs
 - Supporting Jobs Blocked
 - Blocked by Conflicts of Interest

Identify Completely New Jobs

1. **Identify a New Situation**
 - New Product
 - New Recreation or Sport
 - New Vocation
 - New Entertainment
 - New Socialization
 - New Rejuvenation
 - New Transportation
 - New Grooming
 - New Health Care
 - New Food
2. **Pick a New Job for the Situation**
 - Protect other Objects with
 - Recreate With
 - Enjoy With
 - Operate
 - Protect
 - Transport
 - Install or Plant
 - Make Secure
 - Store
 - Organize
 - Refurbish or Fix
 - Maintain
 - Prepare or Cook
 - Dismantle
 - Dispose of
 - Measure
 - Educate
 - Assemble
 - Communicate
 - Search For
3. **Identify Groups and Circumstances**

Products in Search of Markets

Start With or Create a Product

- Exploiting Existing Products or Services
 - Breakthroughs in Efficiency
 - Useful Information
 - Unique Jobs
 - Unique Technologies
- Discoveries
 - Personal and Customer Irritants
 - Serendipitous Discoveries
- Deliberate Attempts to Create Unusual Products
 - ASIT Sacrifice Tool
 - ASOT Parasite Tool
 - ASIT Unification Tool
 - Competing Objects
 - Absorb the Anti-Function
 - ASIT Multiplication Tool
 - ASIT Division Tool
 - ASIT Breaking Symmetry Tool

Identify Potential Markets

1. What possible functions could the product / Service Perform?
2. What special characteristics, both good and bad, is this offering known for?
3. Under what special circumstances is each of these characteristics (both good and bad) very helpful while performing the given functions
4. What objects require these circumstances while performing the given functions?
5. Brainstorm possible jobs which occur under these circumstances.
6. Use semantic search software to identify possible jobs which occur under these circumstances.
7. What groups of people find themselves performing these jobs under these circumstances.