**MARKET ANALYSIS**

1. **Key trends: what do you see in society that can influence your project?** 
   * Socio-economic trends: do people have the financial means to pay for your product, for example in case of a growing middle class.

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* + Cultural trends: how do people in society think about the topic of your project from a cultural perspective?

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* + Technology trends: how do technological trends influence your product or service?

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1. **Market trends: what do you see in the market?** 
   * Are there similar projects in your region, serving the same target group, asking a lower or higher price?

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* + Needs and demands: how big is the market you are serving?

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* + Stakeholders: what new/ potential partners do you see?

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