Opportunity

A set of circumstances that creates a need for a new product, services or business that a customer is willing to buy.
1. Attractive
2. Durable
3. Timely
4. Anchored in a product or service

Identify the opportunity:
1. Observing Trends
2. Solving a Problem
3. Finding gaps in the marketplace

The World’s 15 ‘Oldest’ Countries and the U.S.

<table>
<thead>
<tr>
<th>Country</th>
<th>Percent Age 65 or Older</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>19.5</td>
</tr>
<tr>
<td>Italy</td>
<td>16.6</td>
</tr>
<tr>
<td>Germany</td>
<td>16.6</td>
</tr>
<tr>
<td>Greece</td>
<td>15.8</td>
</tr>
<tr>
<td>Sweden</td>
<td>15.3</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>14.7</td>
</tr>
<tr>
<td>Belgium</td>
<td>14.8</td>
</tr>
<tr>
<td>Portugal</td>
<td>14.6</td>
</tr>
<tr>
<td>Spain</td>
<td>14.6</td>
</tr>
<tr>
<td>Estonia</td>
<td>14.6</td>
</tr>
<tr>
<td>Latvia</td>
<td>16.0</td>
</tr>
<tr>
<td>Finland</td>
<td>16.4</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>16.4</td>
</tr>
<tr>
<td>Portugal</td>
<td>16.4</td>
</tr>
<tr>
<td>Spain</td>
<td>17.0</td>
</tr>
<tr>
<td>United States</td>
<td>12.8</td>
</tr>
</tbody>
</table>

Sources: Carl Haub, 2006 World Population Data Sheet.

Notes on the World’s 15 ‘Oldest’ Countries and the U.S.

• Except for Japan, the world’s 15 oldest countries are all in Europe.
• The U.S. population is relatively “young” by European standards, with less than 13 percent age 65 or older, ranking as the 39th oldest country.
• The aging of the baby-boom generation in the United States will push the proportion of older people in the U.S. to levels higher than in most Western European countries.
• The older share of the population is expected to more than double between 2000 and 2030 in Asia and Latin America and the Caribbean. Aging is occurring more slowly in sub-Saharan Africa, where relatively high birth rates are keeping the population “young.”

Value Proposition: Mix of goods and services, and price and payment terms offered by a firm to its customers.

• Definition
  – Value for Money
  – Return on Investment
  – Direct Benefit
  – Indirect Benefit

• Characteristics
  – Easily communicated
  – Appeal to the proper target
  – Functional
  – Quantifiable

Value Chain / Market Categories:
What value my product posses in order to be attractive to the target market?

• Inventor
• Developer
• Manufacturer
• Distributor
• Wholesaler
• Retailer
• Purchaser
• User
• Disposer

• Industrial/Commercial-operation and business outcomes. $ Payback
• Consumer-Need, Exposure to Advertising, price sensitive
• Fashion-feel good, Brand Name.
Inventor develops a foot operated device to allow the exit door of toilets in companies and public places to be opened by foot, thus removing the need for the person existing to pull the door handle.

State their value proposition:
- Inventor
- Developer
- Manufacturer
- Distributor
- Retailer
- Purchaser
- The user
- Disposer

Marketing Strategy

Product
Selling Point
Price
Promotion/Advertising