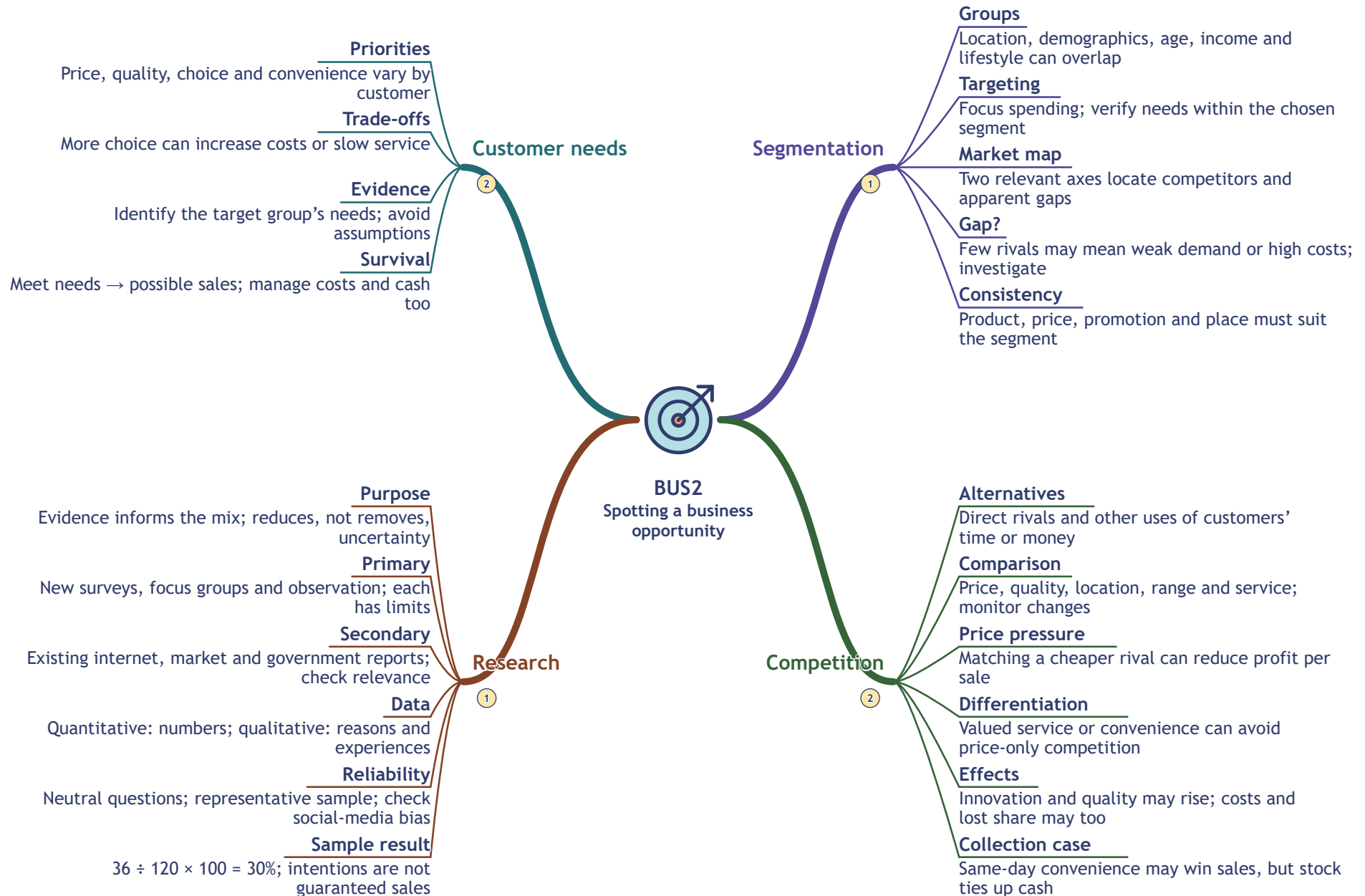




1. Research → Segmentation: Evidence tests whether a market gap has demand
2. Customer needs → Competition: Valued differentiation can win customers