

## 2.1: Module Objectives

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Alt text: Man teaching class

### Module Objectives

By the end of this chapter, you should be able to:

Analyze the factors that contribute to recognizing a viable opportunity, including the intersection of product and market.

Differentiate between products that fulfill minor needs and those that alleviate substantial customer pain.

Emphasize the importance of understanding customer needs and market feedback in the development process.

Recognize the benefit of being perceived as a relatable and knowledgeable insider in the target market.

Assess different levels of market need, from niche consumer products to essential services for underserved populations.

Define the criteria that transform an idea into a genuine opportunity: attractiveness, durability, timeliness, and value creation.

Emphasize the importance of adaptability, speed, and learning from mistakes in the entrepreneurial journey.

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### Attributions

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