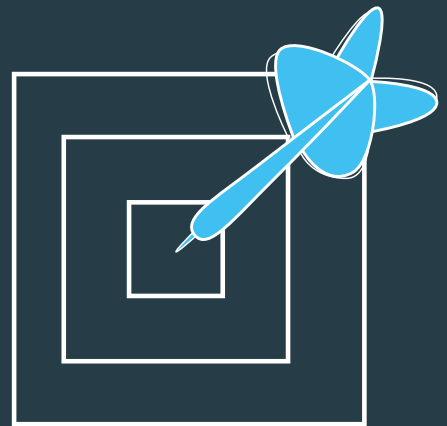
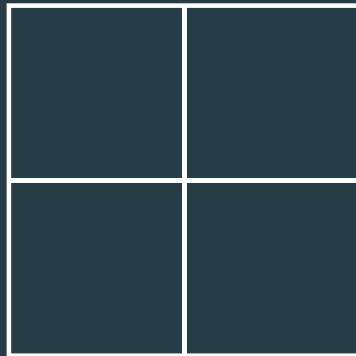


WHERE TO PLAY

**3 STEPS FOR DISCOVERING
YOUR MOST VALUABLE
MARKET OPPORTUNITIES**



Marc Gruber and Sharon Tal

'Enjoy discovering highly practical worksheets, maps and dartboards of tremendous interest to better identify, evaluate and strategise market opportunities.'

Alex Osterwalder and Yves Pigneur, authors of the bestseller *Business Model Generation*

What others say about this book

'Designed to work seamlessly with our Business Model and Value Proposition Canvases, the Market Opportunity Navigator, proposed by Marc and Sharon, will help entrepreneurs and innovators to commercialise technologies. You will enjoy discovering highly practical worksheets, maps and dartboards of tremendous interest if you want to better identify, evaluate and strategise market opportunities. Let yourself be charmed by the toolkit and the case studies, along with the thoughts of Marc and Sharon.'

Alex Osterwalder and Yves Pigneur, authors of the bestseller *Business Model Generation*

'When two internationally-known experts in entrepreneurship write a "how to" book on market opportunities for entrepreneurs, it is bound to be a very valuable book indeed. Marc Gruber and Sharon Tal have created just the right book for first-time and experienced entrepreneurs. It contains both step-by-step plans and very valuable tips on identifying market opportunities – an invaluable complement to both the Lean Start-up Process and the Business Model Canvas!'

Eric von Hippel, T. Wilson Professor of Innovation, MIT Sloan School of Management

'From entrepreneurship thought leaders comes this innovative step-by-step guide to thinking through the market essentials of an opportunity. Rather than relying on generic examples or others' stories, the authors put the reader in the driver's seat by encouraging him or her to generate, evaluate and prepare to act on their own opportunities. I can't think of a more practically useful entrepreneurship book.'

Dean A. Shepherd, Ray and Milann Siegfried Professor of Entrepreneurship, Mendoza College of Business, Notre Dame University

Where to Play

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