

Overhead 2-D: Importance of assessing overall market climate.

Developing a viable market strategy.

- **What is market strategy? What do you need to know to have a market strategy?**
 - **Customers**
 - **Pricing (willingness to pay)**
 - **Timing**
 - **Competitors**
- **Takeaways:**
 - **Investors expect you to know your market**
 - **Business owners who know their market are more successful**