



External Analysis

Barriers to Market Entry

What could stop you from moving forward?
What could impact your success?

Industry Trends

Is this a mature industry?
Is this an industry that's stagnant or growing?
How has it changes recently?
Are there likely to be new competitors?

Demographics

Who is the typical buyer in this industry?
Are there differences based on geography?

Government

Are there government regulations in your industry?
Are you expecting them to change?
Are there legal barriers to enter the market?

Technology

Are there current technology challenges in your industry?
Do you expect them to change?
How is technology currently viewed?

Social Impact

Does your product/service have a social impact?
Should it?
How does the general population view your industry?
Can/Will you change it?