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competition; and (c) acting  
entrepreneurially with value innovation  
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the Opportunity Analysis Canvas you will become more effective in identifying and analyzing entrepreneurial opportunities, and realizing your personal and professional goals. The Opportunity Analysis Canvas is a new tool for identifying and analyzing entrepreneurial ideas. Structured as a nine-step experience, the canvas is

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segmented into:

## **avatazjoe@gmail - ILOVEJOES**

The opportunity analysis canvas, the tool introduced by James is a good tool to analyze opportunities and prepare the groundwork, before you latch onto an idea and start the startup. I used concepts from this book/ MOOC to think

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about the HappyWorks app that I am developin This is a wonderful book for entrepreneurs.

## **The Opportunity Analysis Canvas by James V. Green**

The opportunity analysis canvas begins with trying to help you understand yourself, understand the entrepreneurial

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mindset, understand entrepreneurial  
motivation, understand entrepreneurial  
behaviors. Really baselining where you  
are, and thinking about how to expand  
and enhance those. And by first being  
better entrepreneurs, we can be better  
...

**The opportunity analysis canvas -**

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## **Introduction to ...**

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The Startup Analysis Canvas provides a framework to create the value proposition, team strategy, market strategy, and financial strategy to make building a startup easier and faster. Created by Dr. James V. Green from the

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University of Maryland, the Startup Analysis Canvas is a guide for first-time entrepreneurs to transform an idea into a startup.

## **The Startup Analysis Canvas**

Where does the Opportunity Analysis Canvas fit within business models and plans? Opportunity Analysis Canvas 1 2

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Business Plan 3 2c. Macroeconomic  
Change Demographic Psychographic  
Technical Societal Political Regulatory  
1b. Entrepreneurial Motivation Self -  
efficacy Cognitive motivation Tolerance  
for ambiguity 1a.

**Where does the Opportunity  
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An Opportunity Canvas is a simple one-pager I like to use to facilitate a discussion about a new feature or capability. It's put together in the spirit of the Business Model Canvas or Lean Canvas which are fabulous tools for discussing new products.

**Opportunity Canvas - Jeff Patton &**

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## **Associates**

Enterprise Opportunity Canvas, Version 1.0. I'm starting to experiment with using this in a few different ways. I'll post an update soon. In the meantime, what do you think?

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