## Worksheet Module 2 Week 2: Assess market demand

1. What are potential market segments and their sizes? 2. Are these customer segments already using an alternative product and could they be willing to switch to your product?

3. How much of the product do these customer segments use per year and when?

4. How much are customer segments willing and able to pay for your RRR product?

5. How will the market develop in the future?