

Are You Market Ready?

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Market & Technology Ready

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Get Focused



What is Readiness?

“The state of being fully prepared for something.”

My project is **READY** to take action.

Practical Exercises: Know Your Environment

**Your
Customers**

Ideal Customer Profiles

Target User Profiles

**Your
Market**

Market Landscape

SWOT Analysis

**Your
Business**

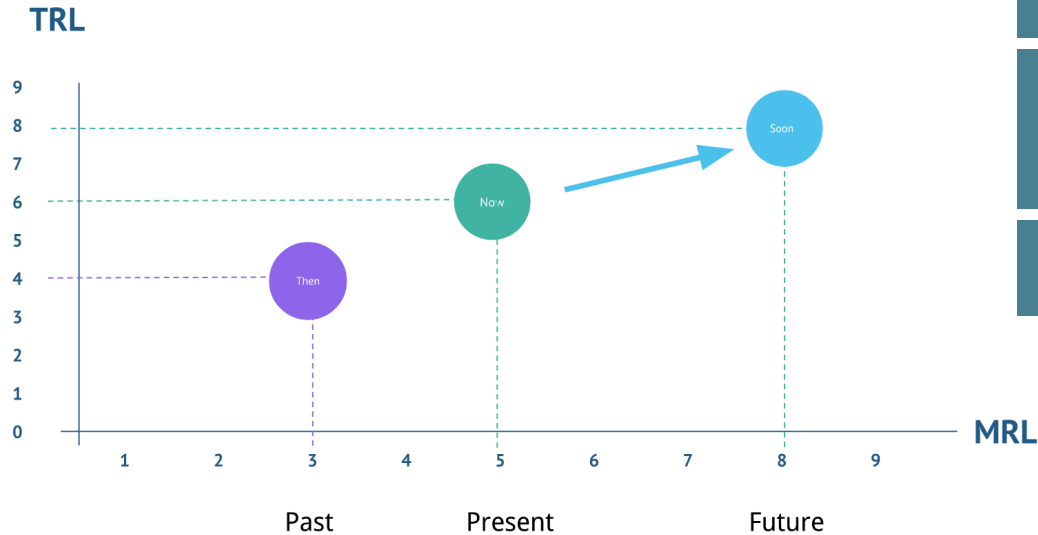
Business Model Canvas

Value Proposition

Demonstrating Results & Traction



Your MTRL Trajectory

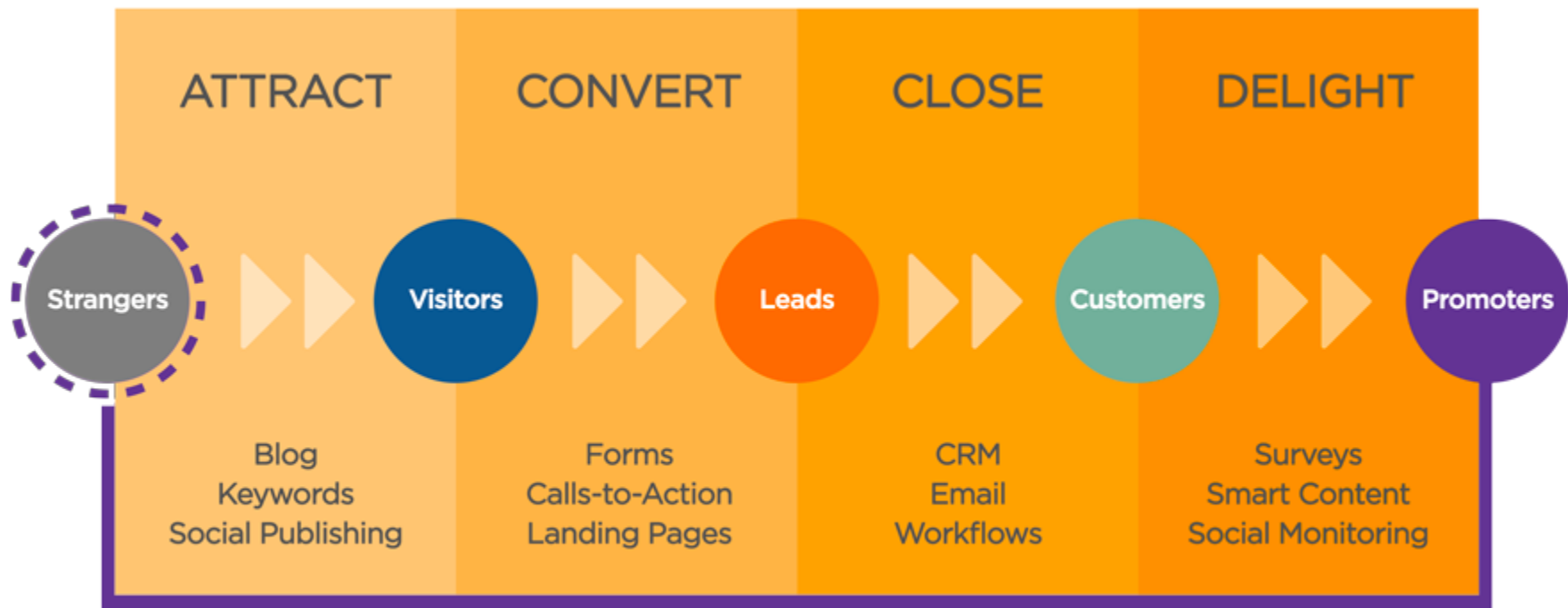


Ask questions about MTRL to:

@MyMTRL

#CloudWatchSummit

Generating New Leads



Key Takeaways

1

Take an MTRL Assessment. Get Support.

2

Download the Checklist from mymtrl.eu

3

Talk to us at lunch. We're here to help.

Contact Details

Need help with exploitation planning?

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