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## Development of the BRIGAIID Market Analysis Framework (MAF+)

### Publication

[Report](#)

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Successful innovations require more than a great idea and technical expertise – they need a market. The BRIGAIID Market Analysis Framework (MAF+) aims to support innovators to identify market opportunities, tune their innovations to meet actual market needs, and develop their business strategy. This document proposes how an innovator, a supporting partner, and an observer (i.e. the intended users of the MAF+) will interact with the online portal. The aim is to clearly lay out the path these users will follow and define the required software functionality at each step of the assessment. The document served as a blueprint to guide the web development of the MAF+ online portal. Detailed explanations of the 12 exercises are included in the annex, which compiles the draft templates used to inform the development of the portal. The report is available for download.

### Language

English

### Authorship

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### Credits

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