



Development of the BRIGAID Market Analysis Framework (MAF+)

Publication

[Report](#)

Citation

Anzaldúa, Gerardo and Hugh McDonald (2017): Report on the development of the BRIGAID Market Analysis Framework (MAF+). Berlin: Ecologic Institute.

Successful innovations require more than a great idea and technical expertise – they need a market. The BRIGAID 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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Funding

European Commission, [Directorate-General Research & Innovation](#) (DG Research & Innovation), International

Year

2017

Dimension

84 pp.

Project

[Bridging the Gap for Innovations in Disaster Resilience \(BRIGAIID\)](#)

Project ID

[2805](#)

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Keywords

[Adaptation](#)

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capacity building, competitiveness, support to innovation, guidance, market analysis, marketing, business development, business strategy, business plan, innovation, uptake, road to market, climate innovation, climate change adaptation, disaster risk reduction, droughts, floods, extreme weather

Online collaboration, portal, application