**Identifying Micro and Macro Forces**

**Your product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Micro and Macro Forces** | **Specific Barrier(s)** | **Specific Opportunity(ies)** |
| Market actors |  |  |
| Public Actors |  |  |
| Political Actors |  |  |
| Economic Environment |  |  |
| Political Environment |  |  |
| Technological Environment |  |  |
| Socio-Cultural Environment |  |  |
| Demographic Environment |  |  |
| Natural Environment |  |  |