FREE EDUCATIONAL RESOURCE

This guide provides practical, educational information only. It does not constitute financial, legal, investment, or guaranteed outcome advice.
Always conduct your own research and consult qualified professionals before making decisions.

# TheSmallBusinessOpportunityGuide

## INTRODUCTION

- A practical framework for identifying overlooked commercial opportunities in emerging sectors.
- Not about big ideas—it's about finding the next viable play.

## THE FRAMEWORK

- Opportunity #1: Adjacent Innovation - Look at what's already working elsewhere.
- Opportunity #2: Service Gap - What small businesses complain about not being solved efficiently?
- Opportunity #3: Regional Play - Where is demand concentrated but competition weak?

## NEXT STEPS

- Validate before building. Talk to at least five people in your target market.
- Before writing a line of code.