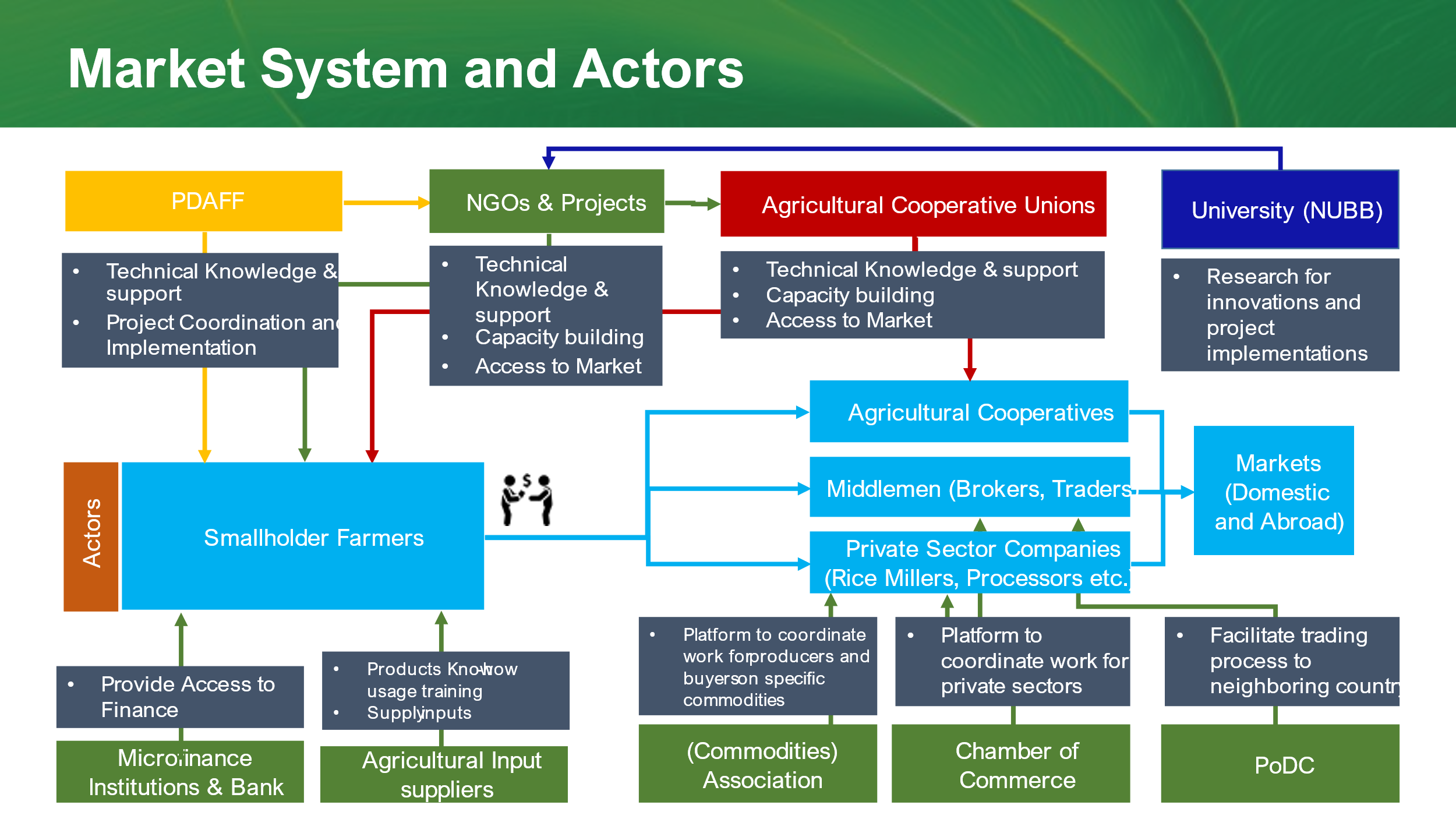
**Annex 11: Market Map Sample**

Sample of Market Map and Actors



**Tips:**

* The arrow and actors can be mapped differently to be most relevant to the promoting technology.