

# GTM Market Investment Map Template

Instructions: Fill in your own segments and offerings in the rows and columns below. Then score each intersection using: 1 (Low Value), 3 (Moderate Value), 5 (High Value).

Segments / Offerings	[Offering 1]					
[Segment 1]						



# GTM Market Investment Map - Refined

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Instructions: Fill in your own segments and offerings in the rows and columns below. Then score each intersection using: 1 (Low Value), 3 (Moderate Value), 5 (High Value).

Segments / Offerings	[Offering 1]					
[Segment 1]						

