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was created by Dr. James V. Green, Director of Entrepreneurship Education for Mtech at the University of Maryland. It is based on his experiences of teaching thousands of students and advising over 100 companies, to include multiple Inc. 500 award winners.

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Dr. James V. Green leads the education activities of Maryland Technology

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Enterprise Institute (Mtech) ... He is the author of "The Opportunity Analysis Canvas", an innovative tool for identifying and analyzing entrepreneurial ideas, published by Venture Artisans Press in 2013.

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