Brainstorm other market segments

What is my idea/technology?		
What industries or end users could my idea or technology apply to?		
Industry or similar category Market segment	End users	What they would use it for?

Stage 1B: Narrow

End user	Target customer readily accessible to sales force?	Target customer well-funded?	Compelling reason to buy?	Can you deliver a whole product?	Is there entrenched competition?	Can you leverage this segment to enter others?	Rank