

# MARKET READINESS ASSESSMENT

The Market Readiness Assessment (MRA) assists technology-based start-ups with a comprehensive assessment and analysis of their intended marketplace, in order to produce a go-to-market strategy which can guide the company's entry into the market.

## APPROACH: MARKET ANALYSIS & STRATEGY

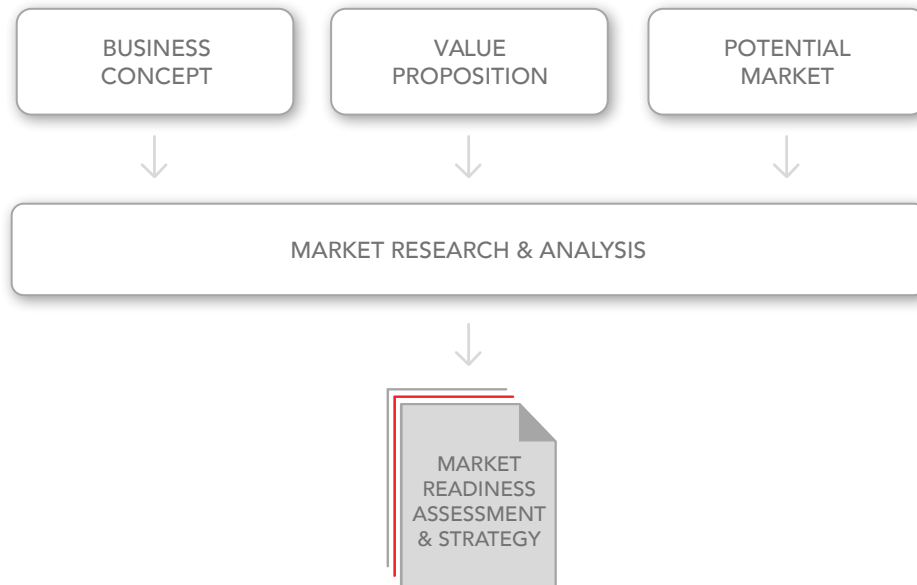
Our detailed and extensive approach provides a clear picture of your chosen market and a strategy to ensure you are well positioned within it. Using a defined assessment of the industry as well as your target market, you'll gain critical insight into market segment, demand, and possible competitors, and a strategy to help guide your company's entry into the market.



The analysis will also assess your company's strengths and weaknesses, and how they relate to market needs, as well as reflect on how your company's value proposition can best serve your optimal customer needs. Your market entry strategy will cover pricing, distribution, and sales and promotion, ensuring your business is prepared and positioned for success.

- Industry overview and analysis, including major trends that could impact your product.
- Identification and analysis of market size and segmentation to ensure alignment between market and value proposition.
- Identify the highest potential target customer segments, including their characteristics and customer requirements, in order to determine optimal Serviceable Obtainable Market.
- Conduct a competitor analysis to determine optimal positioning.
- Provide an objective assessment of company position within the market by completing a SWOT analysis.
- Develop an entry strategy for pricing, sales & promotion, and distribution.

## APPROACH: MARKET ANALYSIS & STRATEGY



## DELIVERABLE: MARKET READINESS ASSESSMENT & STRATEGY

Your unique **Market Readiness Assessment & Strategy** will be comprised of:

- Written report detailing your company's readiness to enter your chosen market, and a strategy for doing so.
- Market assessment that includes industry overview and analysis, total addressable market, serviceable market segments, and competitive analysis.
- Detailed market strategy report that includes:
  - Pricing strategy — what's needed to gain early traction
  - Distribution strategy — identify channels best-suited to your product
  - Sales and promotional strategy — tailored to your target market

Included as part of your market analysis, we will engage with market expert(s) who are active in your chosen industry. These contacts will provide validation of the market information and strategy, and their feedback will be incorporated into final deliverables.

