Company Search

Competitors

Value Propositions

What are the potential holes in the market?
Are there known problems in the market?
What does the market concentration look like?

Key Resources

What are the operating conditions?
IP protection needed
How many employees, etc?

Consumer Lifestyles

Who are your customers on a personal level?
What are their habits and preferences?

Suppliers

Partners

Consumer Demographics

What demographics will you target?
How many people fit that range?
Where do they live?

Key Activities

What are the trends in the market?
How is the market segmented?

Marketing Methods

How do consumers want to be reached?
What devices do they own? Which do they prefer?

TAM - SAM - SOM -

Financial Benchmarking

What does the industry cost structure look like?
How do you track these expenses?

Pricing and Payment

How much are consumers willing to pay?
Where do consumers make purchases?
What are the preferred methods?