

# Market Opportunity Assessment

Assess the attractiveness of a new product, service or market.



## Insight Options

VantagePoint customizes our assessment and our reporting to fit your needs for insight. We can:

- Estimate market size and growth
- Identify market segmentation
- Identify target markets or segments
- Identify target audiences (decision makers and key influencers)
- Analyze potential competitors
- Develop value propositions
- Develop go-to-market strategy
- Develop marketing communications plan and corresponding budget

## Real-world Impact

- Projects which pursue solid up-front opportunity assessment achieve 2.4 times the success rate and 2.2 times the market share as those with “poor upfront homework,” according to Robert Cooper’s studies on hundreds of new product projects.\*
- The best companies (top 1/3 in their industry) use market research more often than most firms to assess their new product or service opportunities, according to the PDMA Best Practices Study.\*\*

**240%**  
increased success  
rate for projects  
with opportunity  
assessment\*



\* Robert Cooper, Winning with New Products. (January-February 2009).

\*\* Gloria Barczak, Abbie Griffin & Kenneth Kahn, "Perspective: Trends and Drivers of Success in NPD Practices: Results of the 2003 PDMA Best Practices Study," The Journal of Product Innovation Management XXVI.1 (Jan 2009) 3-23.



## Benefits

- Circumvent internal biases with an objective third party evaluation
- Screen new product/service/market before investing in development
- Enjoy lower upfront cost compared with developing and commercializing a product/service that may not have the potential to meet objectives

## Process



## Deliverables

Presentation and Powerpoint report of findings and recommendations

## Related Services

Product Launch services

