



1STRESOURCE
ESSENTIAL MARKET INTELLIGENCE

ACCELERATE YOUR GROWTH PLANS WITH CRITICAL MARKET DATA AND CUSTOMER INSIGHT



THIRD-PARTY VALIDATION WILL ENSURE YOUR SUCCESS

Planning a product or market expansion can seem overwhelming. So much to accomplish with limited staff bandwidth. You need dependable market facts that will give you and your stakeholders a firm foothold to make go/no-go decisions. **The 1st Resource Market Opportunity Assessment brings you the insights you need to confirm market support for your growth strategy.**

WHAT YOU NEED TO KNOW

Market sizing is tricky, and gauging market adoption cycles is trickier yet. Getting your arms around customer issues is key to your success. **The 1st Resource team will help you find answers to critical questions such as these before moving toward implementation:**



Will customers and prospects give up legacy solutions or a competitive product to embrace your entry or innovation?



Will this be additive to existing sales, or will you risk cannibalizing sales of your existing products?

BE YOUR OWN STAKEHOLDER

Owners and other stakeholders will have challenging questions about your innovation plans. Anticipated revenues, required investment, and risks of all types will all be called into question. To overcome all these hurdles, your business case needs to be well honed and tested.

1st Resource has the track record and methods to give you the market facts and customer insights to support your case.

For two decades, 1st Resource has supported innovation by performing market sizing and market entry validation studies for companies across numerous industries. Market Opportunity Assessment is your key to successful new product development and new market entry.

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Dave Rzasa,
FMR. CEO ASD
PANalytical

I viewed your market assessment reports as extremely important deliverables. They were reviewed by the entire management team AND the board of directors.

It was vital work, used in many a board discussion and pivotal to our investment “go-no-go” decisions.

KEEP YOUR PLAN ON TRACK

Once momentum builds, it can be difficult to change course. Although the goal is always to find support for your idea and the underlying business case, the market is always the final judge. **The 1st Resource Market Opportunity Assessment rigorously analyzes the risks, along with the upside, so you can proactively manage expectations and adjust your go-to-market plans.**

CRITICAL COMPONENTS OF THE 1ST RESOURCE MARKET OPPORTUNITY ASSESSMENT

Every situation is different, but certain elements are required, whether you are proposing a new product, a product enhancement, or a target market expansion:

Market Sizing



Total market size and assessment of “available” market



Adoption Drivers

Buyer motivations to embrace or engage in trial of your proposed offering, replacing legacy products and solutions



Adoption Impediments

Headwinds that must be considered: Competitive products, cost factors, inter-operability, perceived risks, the pain of switching, and simple inertia

1st Resource tailors an approach to your specific needs, using a combination of in-depth interviews with customers and industry experts and secondary market data.

FOR MORE INFORMATION ON HOW YOU CAN GAIN VITAL INSIGHT INTO YOUR NEXT PRODUCT OR MARKET EXPANSION, PLEASE VISIT:



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