

Market Opportunity Analysis Document

1. Executive Summary

Provide a concise overview of the market opportunity, key findings, and recommendations for pursuing the opportunity.

2. Market Definition

2.1 Market Overview

Define the target market, including geographical scope and customer segments.

2.2 Problem Statement

Identify the core problems or unmet needs within this market.

3. Market Size & Growth

3.1 Current Market Size

Present estimates of current market size (in units or value).

3.2 Market Growth Rate

Provide historical data and future projections for market growth.

3.3 Trends & Drivers

Summarize key trends and growth drivers influencing the market.

4. Customer Analysis

4.1 Target Customers

Describe main customer segments and their characteristics.

4.2 Customer Needs & Preferences

Outline what motivates customer decisions, and key pain points.

5. Competitive Landscape

5.1 Major Competitors

List main competitors, their market share, and unique selling points.

5.2 Competitive Advantage

Identify gaps in competitors' offerings and potential for differentiation.

6. Potential Barriers & Challenges

Analyze risks and obstacles to entering or expanding in the market (regulatory, technological, financial, etc.).

7. Recommendations & Next Steps

Suggest actionable strategies based on the findings and outline the key next steps for market entry or growth.

Important Notes

- Be thorough in backing claims with data, references, or market research.
- Tailor the analysis to the intended audience (investors, management, etc.).
- Ensure key assumptions are clearly stated and justified.
- Focus on actionable insights and decision-making support.
- Keep the document concise and visually organized for clarity.