



PRISM

Principal Research Insights for Strategic Market Development

CONTENT GUIDE



Are you ready to unlock the full potential of your innovation?

PRISM's secondary market research report and six business development modules are the toolkit for creating and maintaining a competitive position within your industry. **PRISM** has supported dozens of early-stage ventures for established business and startups alike.



SECONDARY MARKET RESEARCH REPORT

Executive Summary

A snapshot of what matters most:

- ▶ Brief overview of the report's purpose
- ▶ Key findings and market opportunities
- ▶ Actionable insights to guide business planning

Market Size and Structure

Get the lay of the land:

- ▶ Current market size, structure, and realistic growth projections
- ▶ Key target market segment characteristics
- ▶ Overview of supply chain, distribution channels, and pricing tiers

Industry Trends & Drivers

Stay ahead of the curve:

- ▶ Major trends shaping the market
- ▶ Current industry growth drivers
- ▶ Disruptive forces and macro factors that could change the game

Industry Leaders & Potential Competitors

Know your rivals and how to maintain a competitive advantage:

- ▶ Profiles of the top industry players
- ▶ Competitive analysis of competitors' offerings, pricing, and positioning
- ▶ Comparative benchmarks to clarify your competitive position

Barriers to Entry

Plan for what's ahead:

- ▶ Regulatory hurdles, certifications, and capital requirements
- ▶ Proprietary technologies and brand loyalty challenges
- ▶ Distribution channel access and economies of scale

Industry News

Stay in the know:

- ▶ Snapshot of the latest industry headlines
- ▶ Updates on major acquisitions, policy shifts, and technology breakthroughs, when publicly available

Insights and Considerations

Turn research into action:

- ▶ Expert opinions and highlights from industry thought leaders
- ▶ Strategic risks, pivots, and untapped market gaps
- ▶ A summary of key insights

Citations

Transparency you can trust:

- ▶ A list of every data source used in your report, so you know exactly where the information came from



BUSINESS DEVELOPMENT MODULES

Your report is accompanied by six powerful business development modules including:

- 1 Prospective Customer List**
Identify your best prospects: A curated list of up to twelve potential customers, with detailed profiles and contact info (when available).
- 2 Prospective Stakeholder List**
Build your network: A curated list of key stakeholders, complete with affiliations, roles, and contact information (when available).
- 3 Brand Research**
Evaluate the competition: A review of leading brands' customer-facing materials, websites, social media, packaging, and messaging, including visuals that highlight what works and uncovers opportunities for distinction.
- 4 Business Model Canvas**
Map your path to success: A clear, visual summary of your business model, covering everything from value proposition to revenue streams and partnerships.
- 5 Financial Forecasting Tool**
Forecast your future: A miniature, Excel-based tool that replaces back-of-the-envelope calculations and is easy to update as your assumptions evolve.
- 6 Intellectual Property (IP) Considerations**
Protect what's yours: An overview of potential IP protections for your product or service, including trade secrets, copyrights, trademarks, and patents.