



PRISM

Principal Research Insights for Strategic Market Development

DESCRIPTION



Ready to position your innovation for commercial success?

PRISM provides business and economic research insights for strategic market development. **PRISM** has helped dozens of startups and established companies sharpen their business plans, enhance go-to-market strategies, and prepare funding and financing applications.

PRISM consists of a custom secondary market research report with six business development modules designed to support the journey from concept to commercialization.



What's Included:

Secondary Market Research Report

This report provides the essential insights about your industry and product. We will identify and provide potential growth opportunities and roadblocks within the following sections:

- ▶ Market size and structure
- ▶ Key players and competitive landscape
- ▶ Industry trends and developments
- ▶ Thought leadership and key insights
- ▶ Barriers to entry and adoption

The report is tailored to your specific product or service.

Deliverable: Secondary Market Research Report

Prospective Customer List

Understanding your early adopters is critical. We'll provide a curated list of up to 12 potential B2B customers within your chosen market segments—complete with contact info when available—to allow early-stage outreach to potential customers, collaborators, and partners.

Deliverable: Prospective Customer List

Prospective Stakeholder List

The early identification of important stakeholders can make or break early-stage growth. We'll provide a list of 10 key stakeholders, including leading industry, academic, research, and policymaker contacts aligned with your product and business goals.

Deliverable: Prospective Stakeholder List

Brand Research

We'll report on how competitors position themselves across visuals, messaging, and design to uncover opportunities for distinction and to support your product development decisions and brand identity.

Deliverable: Brand Research Report

Business Model Canvas

We'll guide you through the Business Model Canvas framework, refining how your company creates, delivers, and captures value. You'll receive a visual canvas and a written summary based on your inputs.

Deliverable: Business Model Canvas + Summary

Financial Forecasting Tool

Think of this as a quick and easy way to do your back-of-the-envelope calculations. This miniature, Excel-based tool helps you model revenue, costs, and pricing scenarios to stress-test your business model on the fly.

Deliverable: Financial Forecasting Tool

Intellectual Property (IP) Considerations

A general overview of potential IP protections for your innovation, products, and brand.

Deliverable: IP Considerations Review



WHY IT MATTERS

PRISM provides the information you need to guide successful business planning, go-to-market strategies, funding applications, and investor pitches.