

Opportunity Assessment

Insightful Market Analysis for New Ventures

Affordable analysis by experienced entrepreneurs

Market research on competitors and outlook

Consumer assessment, with focus on unmet needs



Opportunity Assessment

Before committing precious resources to a new venture, get a second opinion from an experienced entrepreneurial team. Our Opportunity Assessment delivers research on competitors, markets and trends, as well as proprietary consumer input. In less than a month, you'll have our analysis and recommendations to guide your launch decisions.

The BIG Advantage

- *More than traditional research:* We combine market research with our own discovery conducted with target consumers.
- *Entrepreneurial experience:* We've launched dozens of products and ventures and know how to realistically determine market opportunity.
- *Fast and affordable:* We can deliver an analysis in less than a month, for much less than most consulting firms.

Examples of Opportunity Assessments

A marketing agency wanted to test interest in a new franchise for moms and kids

A food corporation sought to explore opportunities in the supermarket perimeter

A tool manufacturer wanted to gauge appetite for tool maintenance services

A lingerie company needed to know if a successful U.S. product category could be translated to Europe



About Big Idea Group

Big Idea Group offers open source programs to identify and address innovation opportunities. Clients include L'Oreal, Kraft, Jarden, Unilever, Gillette, Staples and more.

Our Deliverables

1. Market research and analysis: We study the current market, with particular attention to the competitive set, trends and outlook. Our focus is on finding white spaces that mesh with your venture.

2. Target market review: We also conduct customer panels to assess unmet needs, market opportunities and positioning.

3. Recommendations: Based on our research and discovery, we deliver a balanced assessment with recommendations on if, how and when to launch your new venture. We can even assist with a rollout for those ventures you decide to launch.



To Get Started

Call or email us with information on your opportunity.
We'll get back to you shortly to discuss your project.