



TRACK:

PRODUCT/MARKET DIVERSIFICATION

SERVICE:

MARKET RESEARCH



OPPORTUNITY

Assessing the market opportunity for new products

KEY PROJECT ACTIVITIES

- **Market Sizing:** Research current market offerings, size and growth potential; identify emerging market and product trends
- **Competitive Landscape Analysis:** Identify and analyze direct and indirect competitors; conduct gap assessment to identify niches as entry point opportunities
- **Risk and Barriers Assessment:** Estimate development costs and project risks.
- **Product Pricing:** Conduct interviews with potential customers to determine price tolerance
- **Business Case:** Based on the market size, estimated willingness to pay, and development costs
- **IP Assessment (optional):** Identify and refer relevant third parties for intellectual property assessment

KEY DELIVERABLES

- ✓ Market Opportunity Report:
 - ✓ Market size calculations (TAM, SAM, SOM)
 - ✓ Competitive landscape matrix
 - ✓ Opportunity assessment

TIMELINE:

8-12
Weeks

KEY PARTNERS:



SUCCESS STORIES:

Evaluating Market for Audio Product

Testing Use Case for Mobile Application



CONTACT US

Innovation Park
1400 E Angela Blvd.
South Bend, Indiana
46617

industrylabs@nd.edu
industrylabs.nd.edu