

Final Report Market Share

Introduction

This document presents the main information, findings and results obtained during the process of developing the Market Share for this first delivery of the project.

The research carried out helped us understand how the digital investigation market is doing in Brazil and how we can offer a quality service that differentiates us from our competitors.

Market share and clients research report

Of everything that was developed during this period, these two documents were the most important for understanding what Brazilians know about digital investigation and how the market is today, whether there are competitors, how they sell their service, what they offer, etc.

At first, I didn't think there would be any competitors, I didn't imagine that there were companies already carrying out this service and this research showed me otherwise. In fact, the number is still very low, which leaves me in a blue ocean, but it made me think about our business model and what we had that was different from the rest.

As part of my market analysis, I researched my relationship with clients and suppliers and discovered that suppliers don't have that much of an impact on my work, as they are just facilitators, meaning that it's possible to provide the service without them, it just takes longer. With clients, however, the situation changes: depending on what happens, they can have a big impact. This is because we are providing a service, so the customer's opinion is everything, and if it is negative (which is to be avoided as much as possible), it can reduce demand for the company.

One of the points raised in the survey above, and which was very much in doubt, is whether people know about this service, whether they would hire it, whether they would trust a new company, etc. In order to get a clearer answer to these questions, the focus of the service was defined, so that it would be possible to create hypotheses and use them to carry out a form-style survey.

The survey has 17 questions and the people who answered it were hand-picked to fit our personas as well as possible. The answers were enlightening and will help a lot throughout the project.

All the respondents said they were concerned about the exposure of personal data on the internet, and this is a good result because it shows that my service will have a market in this area. In addition, the majority said they knew about the service through a recommendation, which makes me feel more confident about our business model.

The only point to watch out for is the company's visibility on the service. Because it's a start-up and I don't have much experience yet, the responses report a certain lack of confidence in hiring the service.

Personas

To better understand our clients, we developed two personas: Mariana Garcia, an executive concerned about her exposure on the internet, and Gabriel Paiva, a lawyer who needs legal evidence for a case he is working on. Defining the personas was important to humanize the pains and desires that our company wants to solve.

Value-related deliveries

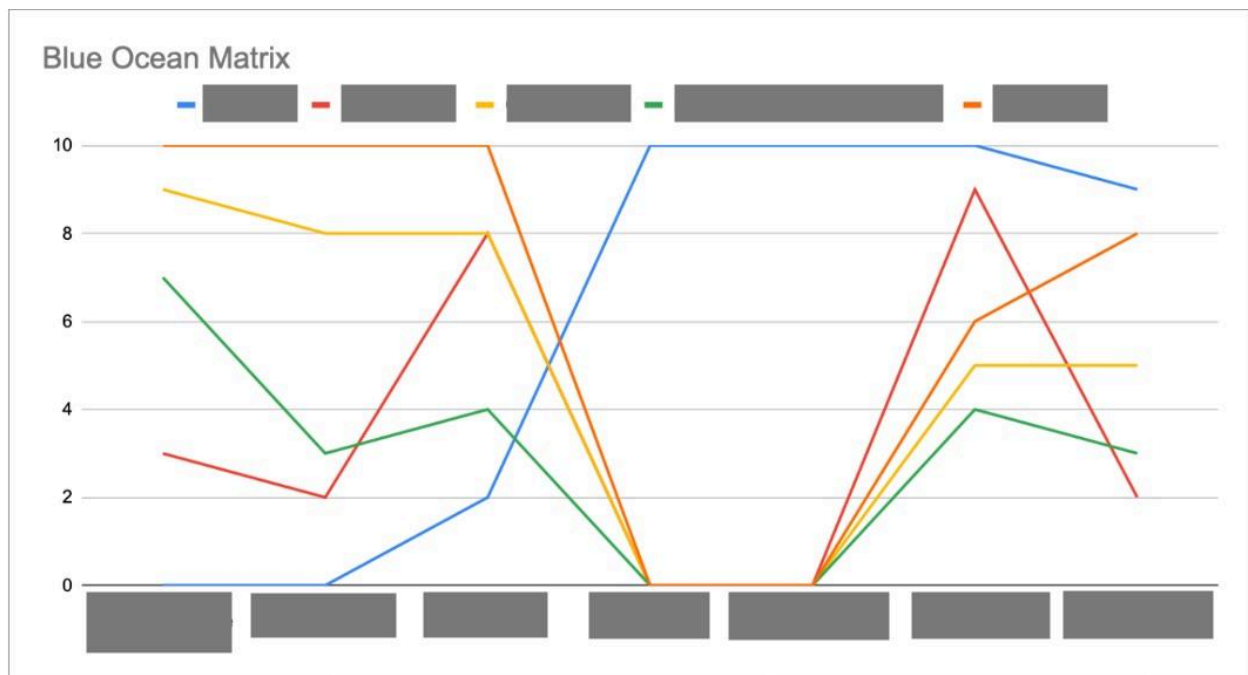
During this period, I made 3 documents that allowed me to explore the value of my company, what it will deliver differently and how we will be attractive in the eyes of customers, these being: the blue ocean matrix, value proposition canvas and business model canvas.

With relation to the value proposition and the business model, for confidentiality reasons I can't divulge the information I filled in for each one, as this could compromise my business. However, both documents were crucial in defining the business model and working strategies.

The blue ocean matrix, on the other hand, really helped me to think about the differentiators my company would have to stand out from its competitors.

In the image below, my company is the blue line, and the other colors are competitors. You can see that in most of the topics, the blue line is the opposite of the others, which proves that I have managed to create ways and means of differentiating myself from the competition.

Now it's essential to understand whether these points are really perceived as competitive differentials by the market, because although I consider them relevant and unique, they may not have the same value in my customers' view.



Risk Matrix

Finally, a risk matrix was developed to help map out possible situations that could arise during the course of the project. However, the most valuable point of this stage was not just the construction of the matrix itself, but the development of the mitigation plan behind each risk identified.

Conclusion

The market share research process was essential in transforming a promising initial idea into a more realistic project, structured and aligned with market demands. During this period, I

was able to leave the field of assumptions and get closer to the facts, understanding more clearly where I stand, who my potential customers are, what they value and what challenges I will need to face.

This stage made me think critically about the business model, the company's real differentials and the complexity of winning the trust of an audience that often doesn't even know they need this type of service. At the same time, it made me feel more confident about the potential of the idea by showing that there is a market to be explored, albeit a small one, but with room for innovation.