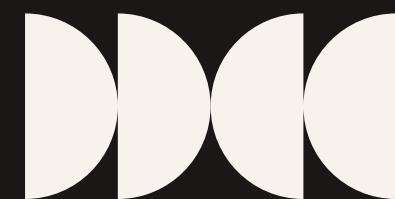


First delivery Final Report

Created By:

Sofia Pimazzoni





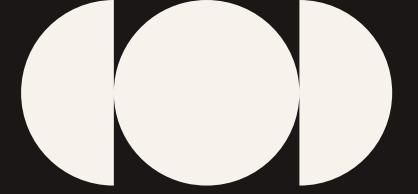
Market share and clients report

Competitors

I had a better view of who my competitors are in the market, how many there are and how they operate, which allowed me to think about my company's differentiators.

Research

I did a research with possible clients to understand what is their view about the investigation market. The results were very enlightening.

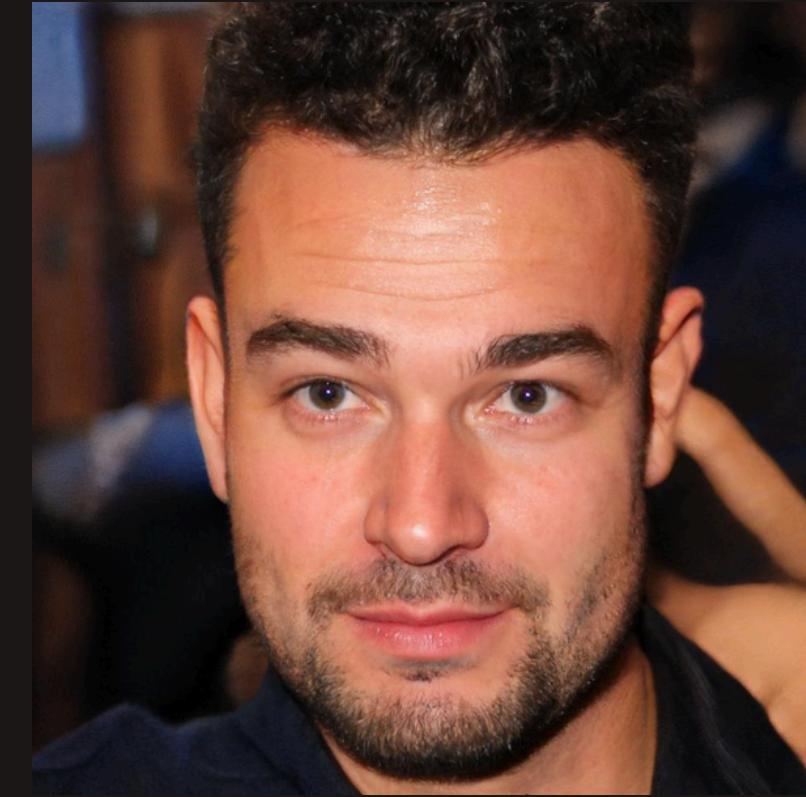


Personas



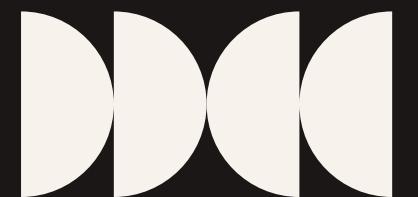
Mariana Garcia

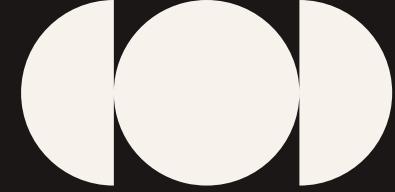
An executive who was recently hacked and became concerned about the exposure of her personal information and that of her colleagues on the internet



Gabriel Paiva

A lawyer who needs evidence to help a client win a court case.





Value-related deliveries

01

Blue Ocean Matrix

It helped me a lot to think about the differentiators that would make me stand out from the competition

02

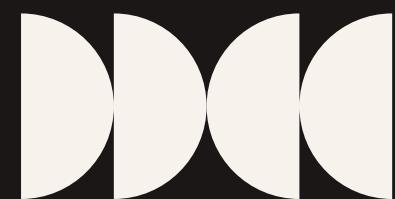
Value Proposition Canvas

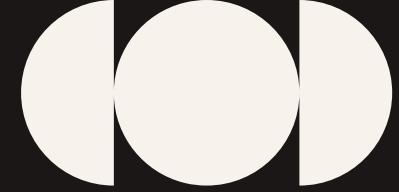
It helped me a lot to define how I'm going to deliver value to my customers and how my company solves their problems

03

Business Model Canvas

It allowed me to define my business model and think about what I will need to put my service on the market





Conclusion



The market share research process helped turn a promising idea into a more grounded and structured project, aligned with real market demands. It allowed me to move beyond assumptions, better understand my position, identify potential customers, and recognize both their needs and the challenges ahead.

