Feasibility Study

Market analysis worksheet

Target Market

Government agencies (e.g., ministries of reconstruction), international organizations and NGOs (e.g., UN, UNDP, ICRC), AI researchers (academic and industry), and civic groups involved in public decision-making.

Market Size and Growth Rate

The macro market targeted by ProMPT is substantial, well-funded, and expanding. This growth is driven by rapid AI adoption, increasing demand for ethical AI governance, and a global push toward scalable solutions in conflict recovery contexts. The humanitarian aid sector alone saw $46.9B in funding in 2022, with major contributions from the U.S. ($64.6B from 2019–2024), the EU (€3.7B for 2024–2025), and the UN ($31.1B in 2022, growing 11% annually since 2010) [14, 19, 20, 21, 22].

a) AI Adoption and Developer Engagement

AI use is rapidly growing: 78% of organizations adopted AI in 2024 (up from 55% in 2023), private investment hit $33.9B, and 76% of developers are integrating AI into their workflows [1,2].

b) Demand for Responsible AI and Regulatory Developments

With AI deployment scaling rapidly, regulatory bodies are emphasizing the importance of trustworthy and ethical systems. For example, the EU AI Act, effective August 2024, enforces strict standards on data quality, transparency, and oversight across all 27 member states, highlighting growing regulatory demand for ethical AI.[3].

c) Demand for Post-War and Humanitarian Solutions Programs and Examples of Investments

Numerous multilateral, governmental, and philanthropic initiatives are leveraging AI and emerging technologies to address humanitarian crises and post-conflict recovery:

- **Multilateral & NGO Programs:** UN Global Pulse – Accelerator Programme [4]; AI for Good – Global Summit (ITU) [5]; Paris Peace Forum – Call for AI Projects [6]; World Food Programme – Humanitarian Innovation Accelerator [7]
- **Independent and Philanthropic Initiatives:** AI4Good Challenge [8]; Geeks Without Bounds – Humanitarian Technology Accelerator [9]; Schmidt Futures [10]; Tech To The Rescue – AI for Changemakers [11]; Microsoft AI for Earth [12]; Initiatives of Change – AI for Social Good [13]

d) Forecasts of Post-War Expenses

Post-conflict reconstruction and recovery costs further highlight the scale and urgency of this market. A few examples are: Ukraine's needs are estimated at $486B, with $3B already mobilized. Gaza faces $18.5B in damage—97% of its GDP. Syria's recovery is projected to exceed $250B, with $800B in GDP losses [14-16].

Favourable Demographic Trends

Global displacement reached 122.6 million by mid-2024—a 5% rise from the previous year—with 87% of displaced individuals living in low- and middle-income countries [18]. Persistent refugee situations, like the 5.9 million Ukrainians in host countries—of which only 14% plan to return—highlight the need for long-term integration tools [23]. Public services are strained; refugee medical consultations dropped by 7%, and assisted deliveries by 12% due to capacity constraints. These conditions reinforce demand for AI

tools like ProMPT that can support data-driven recovery, optimize resource use, and address both immediate relief and sustained support.

Favourable Sociocultural Trends

Public engagement with conflict via social media is increasing, as seen during the Israel-Gaza and Ukraine crisis. Posts promoting unity in Ukraine outperformed hostile content, suggesting a preference for constructive narratives [24]. This digital activism highlights the need for accessible tools like AI-generated impact assessment cards that equip civic actors and non-technical stakeholders with actionable insights into post-war recovery efforts.

Favourable Economic Trends

Humanitarian aid grew to $33.8 billion in 2023 [25], and conflict-affected nations are recovering economically, with projected GDP growth of 3.1% in 2025 [26]. Meanwhile, AI investment is projected to reach $15.7 trillion globally by 2030 [27]. Recovery costs are massive: $486 billion in Ukraine, $18.5 billion in Gaza, and over $250 billion in Syria. Donors and governments are demanding measurable outcomes, making impact assessment cards critical for ensuring transparent and cost-effective deployment of AI in high-stakes recovery initiatives.

Favourable Technological Trends

The rise of AI technologies—machine learning, NLP, computer vision—has enabled automated decision-making in complex recovery scenarios. Simultaneously, improved access to real-time, high-resolution data from conflict zones via satellite and IoT devices has created demand for tools that translate complex data into actionable insights for non-experts. AI-generated assessment cards respond to this need by offering transparency and accessibility.

Favourable Regulatory Trends

New policies emphasize transparency and ethical AI use. The EU AI Act, in force since August 2024, mandates strict data quality and oversight in high-risk applications like humanitarian aid. The updated Core Humanitarian Standard (CHS) calls for clear communication and accountability. These regulations increase demand for interpretable, accountable tools—like impact assessment cards—that help ensure responsible AI deployment in sensitive contexts.

Favourable Natural Trends

Climate change is escalating the frequency of natural disasters and intensifying resource-driven conflicts. Displacement due to environmental shocks is rising, mirroring war-related migration. Tools originally developed for war-affected populations—such as AI assessment cards—can be adapted to assist climate refugees, strengthening the case for scalable, cross-context applications of recovery technology.

Unfavourable Sociocultural Trends

Anti-migration sentiment is rising in host countries, fueling restrictive immigration policies and public hostility. This environment can weaken political support for initiatives aiding displaced populations, including AI-driven recovery tools [28].

Unfavourable Regulatory Trends

Governments are tightening asylum policies and reducing integration efforts. In the UK, net migration dropped by nearly 50% in 2024 due to stricter visa laws. Such trends may limit collaboration on comprehensive, tech-enabled post-conflict solutions [29].

Summary

There is growing demand for AI-driven impact assessment tools in post-war recovery, driven by rising aid costs, rapid AI adoption, and climate-induced crises. ProMPT targets a scalable opportunity aligned with global recovery needs, expanding budgets, and supportive regulations—making the market highly attractive for impactful innovation.

Industry analysis checklist

Threat of entry				
Threat of new entrants into an industry is most severe when within the industry:	High	Low	Conditions for your industry	Implications for your industry
economies of scale are		X	Low	Unfavourable
product differentiation is		X	High	Favourable
capital requirements are		X	Low	Unfavourable
companies' control of distribution channels is		X	Low	Unfavourable
companies' level of proprietary knowledge is		X	High	Favourable
companies' control over access to raw materials is		X	Low	Unfavourable
government and legal barriers are		X	High	Favourable
expected retaliation by established producers is		X	Low	Unfavourable
Summary evaluation: moderately unfavourable Conditions that might make the threat of entry a fatal flaw: open access to data means competitors can enter with relatively low barriers and copy what differentiate the business. Obstacles to overcome: Build trust with institutional buyers, ensure compliance with emerging AI and humanitarian standards, differentiate on explainability, transparency, and field usability of impact cards, develop proprietary datasets that competitors cannot easily replicate.				

Supplier power				
Power of suppliers is strong when:	High	Low	Conditions for your industry	Implications for your industry
size and concentration of focal industry companies relative to supplier companies are		X	Low	Unfavourable
total volume or percentage of suppliers' products purchased by the focal industry companies is		X	Low	Unfavourable
product differentiation of suppliers is	X		Low	Favourable
switching costs for focal industry companies are	X		Low	Favourable
threat of forward integration by suppliers is	X		Low	Favourable
suppliers' knowledge about focal industry companies' cost structure is	X		High	Unfavourable
extent of suppliers' profits is	X		Low	Favourable
cost savings for the focal industry companies from the suppliers' products are	X		High	Unfavourable
importance of the suppliers' input to quality of the focal industry's final product is	X		High	Unfavourable
cost of suppliers' products relative to the focal industry companies' total cost is	X		High	Unfavourable
Summary evaluation: moderately unfavourable				

Conditions that make strong supplier power a fatal flaw: Main cost of the tool depends on suppliers' product cost, which may make it inaccessible for certain users.
Activities to reduce supplier power: Use open-source AI models and frameworks where possible, form partnerships with academic/research institutions for access to alternative compute/data resources, leverage grants or non-commercial licenses from data providers or cloud vendors for humanitarian use.

Buyer power

Power of buyers is strong when:	High	Low	Conditions for your industry	Implications for your industry
size and concentration of buyers relative to focal industry companies are	X		Low	Favourable
total volume or percentage of focal industry companies' products purchased by the buyers is	X		High	Unfavourable
product differentiation by focal industry companies is		X	High	Favourable
switching costs for buyers are		X	Low	Unfavourable
threat of forward integration by buyers is	X		Low	Favourable
buyers' knowledge about focal industry companies' cost structure is	X		Low	Favourable
extent of buyers' profits is		X	High	Favourable
cost savings for the buyers from the focal industry companies' product are		X	High	Favourable
importance of the focal industry companies' input to quality of the buyers' final product is		X	High	Favourable
cost of focal industry companies' product relative to the buyers' total cost is		X	Low	Unfavourable

Summary evaluation: moderately favourable
Conditions that might make severe buyer power a fatal flaw: If buyers can demand low prices or replace ProMPT with general-purpose tools, it weakens sustainability.
Activities to reduce buyer power: Differentiate strongly by developing features tailored to post-war recovery, engage buyers early in co-development or pilot programs to build trust and dependency.

Threat of substitutes

Threat of substitutes is most severe when:	High	Low	Conditions for your industry	Implications for your industry
buyer propensity to substitute is	X		Low	Favourable
relative price–performance relationship of substitutes compared with industry product is	X		Low	Favourable

Summary evaluation: highly favourable
Conditions that might make the severe threat of substitutes a fatal flaw: If buyers perceive ProMPT as too complex, costly, or risky, they may revert to traditional methods
Activities to reduce the threat's likelihood: Provide use-case success stories, visual dashboards, and low-barrier demos that illustrate superior outcomes.

Competitive rivalry

Competitive rivalry within the industry is most severe when:	High	Low	Conditions for your industry	Implications for your industry
number of companies or number of equally balanced companies is	X		Low	Favourable
industry growth rate is		X	High	Favourable
fixed or storage costs are	X		Low	Favourable
product differentiation is		X	High	Favourable
switching costs for buyers are		X	Low	Unfavourable
diversity of competitors is		X	High	Favourable
exit barriers are	X		Low	Favourable
strategic stakes are	X		Low	Favourable
Summary evaluation: highly favourable; Conditions that might make severe competitive rivalry a fatal flaw: If buyers have low switching costs and ProMPT fails to strongly differentiate, competition on price may become unsustainable Activities to reduce the level of rivalry: Establish brand trust by positioning ProMPT as the go-to AI decision-support system for sensitive post-war contexts.				

Overall evaluation of industry attractiveness

ProMPT operates in a moderately attractive industry. Low substitute threat and limited rivalry offer strong differentiation potential, though moderate entry barriers and supplier power require strategic focus. Its edge lies in offering explainable, AI-driven tools for post-war recovery—a niche with few alternatives. While fast-followers could replicate its model, early trust, proprietary data, and partnerships can safeguard its position. Industry trends—rising recovery funding, AI adoption, and ethical data practices—favor ProMPT, which can lead by setting standards, forming alliances, and showcasing impact. Although adjacent sectors may offer easier entry, ProMPT's greatest value lies in addressing the urgent, complex needs of post-conflict recovery.

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