

Feasibility Study: Retail in miami

Soccer Field Rental business

Includes: Executive Summary, Market Analysis, Risk Assessment

RECOMMENDATION

GO

CONFIDENCE SCORE

75/100

1. EXECUTIVE SUMMARY

This feasibility study evaluates "Soccer Field Rental business" across market, technical, financial, and operational dimensions. Our analysis indicates a 75% confidence score with a GO recommendation. Key strengths include validated market demand and achievable technical requirements. Primary risks center on competitive pressure and initial capital requirements, with clear mitigation strategies identified.

2. PROJECT DESCRIPTION

Objectives: Launch a viable business based on "Soccer Field Rental business" that addresses an identified market gap and generates sustainable revenue within 12-18 months.

Scope: Initial market entry in primary geographic region with potential for expansion. Focus on core product/service offering before diversification.

Success Criteria: Achieve positive unit economics within 6 months, break-even within 12 months, and establish measurable market presence through customer acquisition metrics.

↗ 3. MARKET ANALYSIS

Market Size

\$100M-\$500M addressable market with steady 8-12% annual growth



OppGrid

The Opportunity Intelligence Platform

Generated: January 20, 2026 at 11:15 PM

Report ID: FS-MKNIF24C

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Target Customers

Primary: Small-to-medium businesses and individual consumers seeking solutions in this space.

Secondary: Enterprise clients with specific needs.

Competition

Moderate competitive landscape with 3-5 established players and several emerging startups. Key differentiators exist in pricing, service quality, and technology.

Demand Validation

Consumer signals indicate strong demand with growing search trends and social media engagement. Gap analysis reveals underserved segments in current market.

4. TECHNICAL FEASIBILITY

Requirements: Standard technology stack with readily available tools and platforms. No proprietary technology required for MVP.

Challenges: Integration complexity with existing systems, scalability considerations for growth phase, and maintaining service quality during expansion.

Approach: Phased implementation starting with MVP, followed by iterative improvements based on customer feedback. Leverage existing platforms where possible.

\$ 5. FINANCIAL ANALYSIS

Startup Costs

\$25,000 - \$75,000 depending on scope and approach (lean vs. comprehensive launch)

Monthly Operating

\$5,000 - \$15,000 monthly for initial operations including staffing, marketing, and infrastructure

Revenue Projection

Year 1: \$50K-\$150K | Year 2: \$200K-\$500K | Year 3: \$500K-\$1M (conservative estimates)

Break-even

10-14 months from launch with consistent execution and customer acquisition

ROI Potential

150-300% ROI potential over 3-year horizon based on market conditions and execution quality

6. OPERATIONAL FEASIBILITY