

Market and Client Research Template

Business Name: [Enter business/product name]

Research Date: [Enter date]

Researcher: [Enter name]

Review Date: [Enter planned review date]

1. Research Planning

Business Context

Business Concept:

[Describe the business concept, product, or service in 2-3 sentences]

Key Stakeholders:

- Primary Decision Maker: [Name and role]
- Secondary Stakeholders: [List names and roles]
- Budget Owner: [Name and role]

Resource Constraints:

- Budget Available: \$[Amount]
- Team Size: [Number of people]
- Timeline: [Research completion deadline]
- Technical Capabilities: [Describe technical skills/limitations]

Research Objectives

Primary Questions to Answer:

1. [What is the market size and opportunity?]
2. [Who are the target customers and what do they need?]
3. [What is the competitive landscape?]
4. [What is the realistic market entry strategy?]
5. [Additional specific questions]

Success Criteria:

[What constitutes actionable insight from this research?]

Key Decisions This Research Will Inform:

- ☐ Go/No-Go decision on business concept
- ☐ Target market selection and prioritization
- ☐ Product feature prioritization
- ☐ Pricing strategy development
- ☐ Marketing and sales approach
- ☐ Other: [Specify]

Research Scope

Geographic Boundaries:

- ☐ Local (City/Region): [Specify]
- ☐ National: [Specify country]
- ☐ International: [Specify regions/countries]

Industry Verticals:

- Primary: [Main industry focus]
- Secondary: [Additional industries to consider]
- Excluded: [Industries to exclude and why]

Customer Segments:

- Primary Target: [Main customer segment]
 - Secondary Targets: [Additional segments]
 - Out of Scope: [Segments to exclude]
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2. Market Size Analysis

Total Addressable Market (TAM)

Industry Research Sources:

- ☐ IBISWorld Report: [Report name and key findings]
- ☐ Statista Data: [Key statistics and trends]
- ☐ Industry Association Reports: [Source and findings]
- ☐ Government Data: [Source and findings]
- ☐ Other Sources: [List additional sources]

Industry Market Size:

- Global Market Size (Current Year): \$[Amount]
- Annual Growth Rate: [Percentage]%
- Projected Market Size (3 years): \$[Amount]
- Key Growth Drivers: [List 3-5 factors]

Market Segmentation:

Segment	Market Size	% of Total	Growth Rate	Relevance to Business
[Segment 1]	\$(Amount)	[%]	[%]	[High/Medium/Low]
[Segment 2]	\$(Amount)	[%]	[%]	[High/Medium/Low]
[Segment 3]	\$(Amount)	[%]	[%]	[High/Medium/Low]

TAM Calculation:

- Total Relevant Market Segments: \$[Sum of relevant segments]
- Geographic Adjustment: [Percentage if not global]
- **Final TAM:** \$[Amount]

Serviceable Addressable Market (SAM)

Target Segment Analysis:

Customer Segment	Population Size	Addressable %	Avg. Spending	Market Value
[Segment 1]	[Number]	[%]	\$(Amount)	\$(Amount)
[Segment 2]	[Number]	[%]	\$(Amount)	\$(Amount)
[Segment 3]	[Number]	[%]	\$(Amount)	\$(Amount)

Filtering Criteria Applied:

- ☐ Geographic constraints: [Describe impact]
- ☐ Company size limitations: [Describe impact]
- ☐ Technical requirements: [Describe impact]
- ☐ Budget constraints: [Describe impact]
- ☐ Language/cultural barriers: [Describe impact]

SAM Calculation:

- Total Addressable Population: [Number]
- Average Annual Spending: \$[Amount]
- **Final SAM:** \$[Amount]

Serviceable Obtainable Market (SOM)

Business Constraint Analysis:

- Marketing Budget: \$[Amount/month]
- Sales Capacity: [Number of customers/month]
- Support Capacity: [Number of customers supported]
- Development Resources: [Team size and capabilities]

Market Penetration Assumptions:

- Year 1 Target: [%] of SAM = \$[Amount]
- Year 2 Target: [%] of SAM = \$[Amount]
- Year 3 Target: [%] of SAM = \$[Amount]

Validation Sources:

- Comparable Business 1: [Name] achieved [%] penetration
- Comparable Business 2: [Name] achieved [%] penetration
- Industry Benchmark: [Source] shows [%] typical penetration

SOM Revenue Projections:

- Year 1: \$[Amount]
 - Year 2: \$[Amount]
 - Year 3: \$[Amount]
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3. Competitive Landscape Analysis

Direct Competitors

Competitor 1: [Name]

- Business Model: [Description]
- Target Customers: [Description]
- Pricing: [Price points and model]

- Key Features: [List main features]
- Strengths: [List 3-5 strengths]
- Weaknesses: [List 3-5 weaknesses]
- Market Share: [Estimate if available]
- Recent Developments: [Funding, product launches, etc.]

Competitor 2: [Name]

[Repeat above format]

Competitor 3: [Name]

[Repeat above format]

[Continue for 5-10 key competitors]

Competitive Positioning Map

Key Dimensions:

- X-Axis: [e.g., Price - Low to High]
- Y-Axis: [e.g., Features - Basic to Advanced]

Competitor Positioning:

Competitor	X-Axis Position	Y-Axis Position	Market Position
[Competitor 1]	[Position]	[Position]	[Description]
[Competitor 2]	[Position]	[Position]	[Description]
[Your Business]	[Position]	[Position]	[Description]

Market Concentration Analysis

- Top 3 Competitors Control: [%] of market
- Top 5 Competitors Control: [%] of market
- Market Concentration Level: [High/Medium/Low]
- Barriers to Entry: [List key barriers]

Indirect Competitors and Alternatives

Alternative Solutions:

1. **DIY/Manual Approaches:** [Describe how customers solve this today]

2. **Substitute Products:** [List products that serve similar needs]
3. **Workaround Solutions:** [Describe common workarounds]

Switching Costs Analysis:

- Financial Switching Costs: [High/Medium/Low] - [Explanation]
- Time Investment: [High/Medium/Low] - [Explanation]
- Learning Curve: [High/Medium/Low] - [Explanation]
- Integration Complexity: [High/Medium/Low] - [Explanation]

Competitive Gap Analysis

Underserved Market Segments:

1. [Segment]: [Why underserved and opportunity size]
2. [Segment]: [Why underserved and opportunity size]
3. [Segment]: [Why underserved and opportunity size]

Feature Gaps:

1. [Missing Feature]: [Customer need and competitive advantage potential]
2. [Missing Feature]: [Customer need and competitive advantage potential]
3. [Missing Feature]: [Customer need and competitive advantage potential]

Pricing Gaps:

- Price Range Gap: \$[Low] - \$[High] [Explanation of opportunity]
 - Value Proposition Gap: [Describe unmet value needs]
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4. Customer Research and Validation

Customer Segment 1: [Segment Name]

Demographics:

- Company Size: [Range]
- Industry: [Primary industries]
- Revenue Range: \$[Low] - \$[High]
- Geographic Location: [Regions]
- Decision Maker Role: [Titles/roles]

Psychographics:

- Values: [What they prioritize]
- Motivations: [What drives their decisions]
- Challenges: [Primary business challenges]
- Goals: [What success looks like]

Behavioral Patterns:

- Information Sources: [Where they research solutions]
- Decision Process: [How they evaluate and buy]
- Budget Cycle: [When they make purchases]
- Implementation Approach: [How they implement solutions]

Pain Points:

1. **[Pain Point 1]:** [Description and impact]
2. **[Pain Point 2]:** [Description and impact]
3. **[Pain Point 3]:** [Description and impact]

Needs Analysis:

Need	Priority	Current Solution	Satisfaction Level	Opportunity
[Need 1]	[High/Med/Low]	[Current approach]	[1-10]	[Description]
[Need 2]	[High/Med/Low]	[Current approach]	[1-10]	[Description]
[Need 3]	[High/Med/Low]	[Current approach]	[1-10]	[Description]

Customer Journey Mapping

Awareness Stage:

- Trigger Events: [What makes them aware of the problem]
- Information Sources: [Where they go for information]
- Key Questions: [What they want to know]
- Touchpoints: [Where you can reach them]

Consideration Stage:

- Evaluation Criteria: [How they compare solutions]
- Decision Influencers: [Who influences the decision]
- Objections/Concerns: [Common hesitations]

- Proof Points Needed: [What convinces them]

Purchase Stage:

- Decision Process: [Steps in their buying process]
- Approval Requirements: [Who needs to approve]
- Budget Considerations: [How they justify cost]
- Implementation Concerns: [What worries them about implementation]

Post-Purchase Stage:

- Onboarding Needs: [What they need to get started]
- Success Metrics: [How they measure success]
- Expansion Opportunities: [Additional needs over time]
- Retention Factors: [What keeps them as customers]

Primary Research Results

Customer Interviews Conducted:

- Total Interviews: [Number]
- Segment Breakdown: [Number per segment]
- Interview Method: [Phone/Video/In-person]
- Average Duration: [Minutes]

Key Interview Insights:

1. [Insight 1 with supporting quotes]
2. [Insight 2 with supporting quotes]
3. [Insight 3 with supporting quotes]

Survey Results:

- Total Responses: [Number]
- Response Rate: [Percentage]
- Key Findings:
 - [Finding 1]: [Percentage] of respondents
 - [Finding 2]: [Percentage] of respondents
 - [Finding 3]: [Percentage] of respondents

Social Media/Forum Analysis:

- Platforms Analyzed: [List platforms]

- Key Discussion Themes: [List themes]
 - Sentiment Analysis: [Overall sentiment]
 - Unmet Needs Identified: [List needs]
-

5. Market Accessibility Assessment

Business Capability Assessment

Technical Requirements:

- Development Complexity: [High/Medium/Low]
- Required Skills: [List technical skills needed]
- Infrastructure Needs: [Hosting, databases, etc.]
- Integration Requirements: [Third-party integrations]
- **Assessment:** [Can we meet these requirements?]

Marketing and Sales Requirements:

- Customer Acquisition Cost: \$[Estimated amount]
- Sales Cycle Length: [Time period]
- Marketing Channels Needed: [List channels]
- Sales Team Requirements: [Team size and skills]
- **Assessment:** [Can we meet these requirements?]

Customer Support Requirements:

- Support Model: [Self-service/Assisted/Full-service]
- Response Time Expectations: [Hours/days]
- Support Channels: [Email/Chat/Phone]
- Staffing Requirements: [Number of support staff]
- **Assessment:** [Can we meet these requirements?]

Market Entry Barriers

Capital Requirements:

- Initial Development: \$[Amount]
- Marketing Launch: \$[Amount]
- Working Capital: \$[Amount]

- **Total Capital Needed:** \$[Amount]
- **Available Capital:** \$[Amount]
- **Gap:** \$[Amount] ([Manageable/Challenging/Prohibitive])

Regulatory and Compliance:

- Industry Regulations: [List applicable regulations]
- Compliance Costs: \$[Amount]
- Certification Requirements: [List certifications needed]
- **Assessment:** [Impact on market entry]

Network Effects and Switching Costs:

- Customer Switching Costs: [High/Medium/Low]
- Network Effects Present: [Yes/No - Explanation]
- First-Mover Advantages: [List advantages]
- **Assessment:** [Barrier level and strategy to overcome]

Market Opportunity Scoring

Scoring Criteria (1-10 scale):

Segment	Market Size	Accessibility	Competition	Growth	Total Score
[Segment 1]	[Score]	[Score]	[Score]	[Score]	[Total]
[Segment 2]	[Score]	[Score]	[Score]	[Score]	[Total]
[Segment 3]	[Score]	[Score]	[Score]	[Score]	[Total]

Priority Ranking:

1. **[Highest Scoring Segment]:** [Rationale for prioritization]
2. **[Second Highest]:** [Rationale for prioritization]
3. **[Third Highest]:** [Rationale for prioritization]

Risk Assessment

Market Risks:

Risk	Probability	Impact	Mitigation Strategy
[Risk 1]	[High/Med/Low]	[High/Med/Low]	[Strategy]

[Risk 2]	[High/Med/Low]	[High/Med/Low]	[Strategy]
[Risk 3]	[High/Med/Low]	[High/Med/Low]	[Strategy]

Competitive Response Scenarios:

- **Scenario 1:** [Competitor response and our counter-strategy]
- **Scenario 2:** [Competitor response and our counter-strategy]
- **Scenario 3:** [Competitor response and our counter-strategy]

6. Product-Market Fit Analysis

Feature-Need Mapping

Customer Segment 1: [Segment Name]

Customer Need	Product Feature	Fit Score (1-10)	Priority	Development Effort
[Need 1]	[Feature 1]	[Score]	[High/Med/Low]	[High/Med/Low]
[Need 2]	[Feature 2]	[Score]	[High/Med/Low]	[High/Med/Low]
[Need 3]	[Feature 3]	[Score]	[High/Med/Low]	[High/Med/Low]

Feature Gap Analysis:

- **Missing Features:** [List features customers need but product lacks]
- **Over-Engineering Risks:** [List features that may be unnecessary]
- **Feature Prioritization:** [Rank features by customer value vs. development effort]

Value Proposition Testing

Primary Value Proposition:

[State your main value proposition in one sentence]

Value Proposition Components:

- **Functional Benefits:** [What it does]

- **Emotional Benefits:** [How it makes customers feel]
- **Economic Benefits:** [Financial impact]

Customer Validation Results:

- **Resonance Score:** [1-10 based on customer feedback]
- **Differentiation Score:** [1-10 vs. alternatives]
- **Believability Score:** [1-10 customer belief in claims]

Messaging Testing:

Message Variant	Customer Segment	Resonance Score	Key Feedback
[Message 1]	[Segment]	[Score]	[Feedback]
[Message 2]	[Segment]	[Score]	[Feedback]
[Message 3]	[Segment]	[Score]	[Feedback]

Pricing Analysis

Competitive Pricing Benchmark:

Competitor	Price Point	Value Delivered	Price/Value Ratio
[Competitor 1]	[\$Amount]	[Description]	[Ratio]
[Competitor 2]	[\$Amount]	[Description]	[Ratio]
[Your Product]	[\$Amount]	[Description]	[Ratio]

Price Sensitivity Testing:

- **Price Point 1:** \$[Amount] - [% willing to pay]
- **Price Point 2:** \$[Amount] - [% willing to pay]
- **Price Point 3:** \$[Amount] - [% willing to pay]
- **Optimal Price Point:** \$[Amount]

Pricing Model Options:

- ☐ One-time purchase: \$[Amount]
- ☐ Monthly subscription: \$[Amount]/month
- ☐ Annual subscription: \$[Amount]/year

- ☐ Usage-based: \$[Amount] per [unit]
- ☐ Freemium: Free + \$[Amount] for premium
- ☐ Tiered pricing: [Describe tiers and pricing]

7. Go-to-Market Strategy

Customer Acquisition Strategy

Primary Acquisition Channels:

- 1. **[Channel 1]:** [Description, cost, expected conversion rate]
- 2. **[Channel 2]:** [Description, cost, expected conversion rate]
- 3. **[Channel 3]:** [Description, cost, expected conversion rate]

Channel Testing Plan:

Channel	Test Budget	Timeline	Success Metrics	Expected CAC
[Channel 1]	\$[Amount]	[Timeframe]	[Metrics]	\$[Amount]
[Channel 2]	\$[Amount]	[Timeframe]	[Metrics]	\$[Amount]
[Channel 3]	\$[Amount]	[Timeframe]	[Metrics]	\$[Amount]

Partnership Strategy

Potential Partners:

Partner Type	Partner Name	Value Proposition	Partnership Model
[Type]	[Name]	[Value]	[Model]
[Type]	[Name]	[Value]	[Model]
[Type]	[Name]	[Value]	[Model]

Partnership Priorities:

- 1. **[Partner 1]:** [Rationale and next steps]
- 2. **[Partner 2]:** [Rationale and next steps]
- 3. **[Partner 3]:** [Rationale and next steps]

Launch Strategy

Soft Launch Plan:

- **Target Audience:** [Limited audience for initial launch]
- **Timeline:** [Launch date and duration]
- **Success Metrics:** [What constitutes successful soft launch]
- **Feedback Collection:** [How to gather and incorporate feedback]

Full Launch Plan:

- **Launch Date:** [Target date]
 - **Launch Channels:** [Where and how to announce]
 - **Launch Messaging:** [Key messages and positioning]
 - **Launch Metrics:** [Success metrics for full launch]
-

8. Financial Projections and Business Model

Revenue Model

Primary Revenue Streams:

1. **[Revenue Stream 1]:** [Description and pricing]
2. **[Revenue Stream 2]:** [Description and pricing]
3. **[Revenue Stream 3]:** [Description and pricing]

Revenue Projections:

Year	Customers	Avg Revenue/Customer	Total Revenue	Growth Rate
Year 1	[Number]	\$(Amount)	\$(Amount)	-
Year 2	[Number]	\$(Amount)	\$(Amount)	[%]
Year 3	[Number]	\$(Amount)	\$(Amount)	[%]

Cost Structure

Key Cost Categories:

- **Development Costs:** \$(Amount) (one-time) + \$(Amount)/month (ongoing)
- **Marketing Costs:** \$(Amount)/month

- **Operations Costs:** \$[Amount]/month
- **Support Costs:** \$[Amount]/month
- **Other Costs:** \$[Amount]/month

Unit Economics:

- **Customer Acquisition Cost (CAC):** \$[Amount]
- **Customer Lifetime Value (LTV):** \$[Amount]
- **LTV/CAC Ratio:** [Ratio]
- **Payback Period:** [Months]
- **Gross Margin:** [Percentage]%

Break-Even Analysis

Break-Even Metrics:

- **Monthly Fixed Costs:** \$[Amount]
 - **Variable Cost per Customer:** \$[Amount]
 - **Average Revenue per Customer:** \$[Amount]
 - **Contribution Margin:** \$[Amount]
 - **Break-Even Customers:** [Number]
 - **Break-Even Timeline:** [Months]
-

9. Implementation Roadmap

Phase 1: Market Entry (Months 1-6)

Objectives:

- [Objective 1]
- [Objective 2]
- [Objective 3]

Key Activities:

- ☐ [Activity 1] - [Owner] - [Deadline]
- ☐ [Activity 2] - [Owner] - [Deadline]
- ☐ [Activity 3] - [Owner] - [Deadline]

Success Metrics:

-
-
-

Phase 2: Growth (Months 7-12)

Objectives:

- [Objective 1]
- [Objective 2]
- [Objective 3]

Key Activities:

- ☐ [Activity 1] - [Owner] - [Deadline]
- ☐ [Activity 2] - [Owner] - [Deadline]
- ☐ [Activity 3] - [Owner] - [Deadline]

Success Metrics:

-
-
-

Phase 3: Scale (Months 13-24)

Objectives:

- [Objective 1]
- [Objective 2]
- [Objective 3]

Key Activities:

- ☐ [Activity 1] - [Owner] - [Deadline]
- ☐ [Activity 2] - [Owner] - [Deadline]
- ☐ [Activity 3] - [Owner] - [Deadline]

Success Metrics:

-
-

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10. Key Performance Indicators (KPIs)

Market Metrics

- **Market Share:** [Current] → [Target]
- **Market Growth Rate:** [Current] → [Projected]
- **Competitive Position:** [Current ranking] → [Target ranking]

Customer Metrics

- **Customer Acquisition Rate:** [Number/month]
- **Customer Retention Rate:** [Percentage]
- **Customer Satisfaction Score:** [Score/10]
- **Net Promoter Score:** [Score]

Financial Metrics

- **Monthly Recurring Revenue:** \$[Amount]
- **Customer Acquisition Cost:** \$[Amount]
- **Customer Lifetime Value:** \$[Amount]
- **Gross Margin:** [Percentage]%
- **Monthly Growth Rate:** [Percentage]%

Product Metrics

- **Product-Market Fit Score:** [Score/10]
- **Feature Adoption Rate:** [Percentage]
- **User Engagement:** [Metric and target]
- **Churn Rate:** [Percentage]

11. Risk Mitigation and Contingency Planning

Identified Risks and Mitigation Strategies

Market Risks:

Risk	Impact	Probability	Mitigation Strategy	Contingency Plan
[Risk 1]	[High/Med/Low]	[High/Med/Low]	[Strategy]	[Plan]
[Risk 2]	[High/Med/Low]	[High/Med/Low]	[Strategy]	[Plan]
[Risk 3]	[High/Med/Low]	[High/Med/Low]	[Strategy]	[Plan]

Competitive Risks:

Risk	Impact	Probability	Mitigation Strategy	Contingency Plan
[Risk 1]	[High/Med/Low]	[High/Med/Low]	[Strategy]	[Plan]
[Risk 2]	[High/Med/Low]	[High/Med/Low]	[Strategy]	[Plan]

Operational Risks:

Risk	Impact	Probability	Mitigation Strategy	Contingency Plan
[Risk 1]	[High/Med/Low]	[High/Med/Low]	[Strategy]	[Plan]
[Risk 2]	[High/Med/Low]	[High/Med/Low]	[Strategy]	[Plan]

Scenario Planning

Best Case Scenario:

- **Market Conditions:** [Description]
- **Business Performance:** [Metrics and outcomes]
- **Strategic Response:** [How to capitalize]

Most Likely Scenario:

- **Market Conditions:** [Description]
- **Business Performance:** [Metrics and outcomes]
- **Strategic Response:** [Standard execution plan]

Worst Case Scenario:

- **Market Conditions:** [Description]
- **Business Performance:** [Metrics and outcomes]
- **Strategic Response:** [Crisis management plan]

12. Next Steps and Action Items

Immediate Actions (Next 30 Days)

- ☐ [Action 1] - [Owner] - [Deadline]
- ☐ [Action 2] - [Owner] - [Deadline]
- ☐ [Action 3] - [Owner] - [Deadline]

Short-term Actions (Next 90 Days)

- ☐ [Action 1] - [Owner] - [Deadline]
- ☐ [Action 2] - [Owner] - [Deadline]
- ☐ [Action 3] - [Owner] - [Deadline]

Long-term Actions (Next 6-12 Months)

- ☐ [Action 1] - [Owner] - [Deadline]
- ☐ [Action 2] - [Owner] - [Deadline]
- ☐ [Action 3] - [Owner] - [Deadline]

Research Validation and Updates

- ☐ Schedule quarterly market research updates
- ☐ Set up customer feedback collection systems
- ☐ Plan competitive intelligence monitoring
- ☐ Establish KPI tracking and reporting

Research Sources and References

Primary Sources

1. [Customer Interview 1] - [Date] - [Key insights]
2. [Customer Interview 2] - [Date] - [Key insights]
3. [Survey Results] - [Date] - [Sample size and key findings]

Secondary Sources

1. [Industry Report 1] - [Source] - [Date] - [Key data points]
2. [Market Research Report] - [Source] - [Date] - [Key findings]
3. [Competitive Analysis] - [Source] - [Date] - [Key insights]

Data Sources

1. [Database/Platform 1] - [Data accessed] - [Date]
2. [Government Statistics] - [Source] - [Date]
3. [Industry Association Data] - [Source] - [Date]

Template Completion Date: [Date]

Next Review Date: [Date]

Research Confidence Level: [High/Medium/Low]

Key Assumptions to Validate: [List critical assumptions that need ongoing validation]

This template is designed to be used in conjunction with the Market and Client Research SOP. Complete each section thoroughly, using the SOP as your methodology guide. Update this document regularly as new information becomes available and market conditions change.