

Understanding Your Research Readiness

Before diving into detailed market research frameworks and methodologies, it's essential to assess your current state of readiness. This self-assessment helps you identify strengths to leverage and gaps to address as you work through this book. Honest self-evaluation at this stage will help you focus your learning efforts where they'll have the greatest impact.

What This Worksheet Covers

This assessment evaluates five critical dimensions of market research readiness: (1) Understanding Your Opportunity—can you clearly articulate what you're building and why; (2) Market Knowledge—do you understand the landscape you're entering; (3) Research Capabilities—do you have the skills to conduct effective research; (4) Mindset and Approach—are you thinking about research in productive ways; and (5) Practical Considerations—do you have the resources and support needed.



How to Use This Worksheet

Complete the assessment honestly, rating yourself on a scale of 1-5 for each statement. Don't overthink your responses—first instincts are usually most accurate. This is for your benefit, not anyone else's, so honesty serves you better than optimism.



Why This Assessment Matters

Research shows that entrepreneurs who accurately assess their capabilities make better decisions about where to invest learning time. By identifying your specific gaps now, you can pay special attention to relevant sections throughout the book, potentially saving months of trial and error.

What You'll Gain

CLARITY

Concrete understanding of your current readiness level

DIRECTION

Specific areas to focus on as you progress through the book

CONFIDENCE

Knowledge that you're addressing real gaps, not just going through motions

■ **Time Required:** 10-15 minutes

■ **Best Approach:** Complete in one sitting when you won't be interrupted

Rate each statement: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

1. Understanding Your Opportunity

- | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I can clearly articulate the specific problem my product/service solves |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I can describe my target customer in specific, detailed terms |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I understand how potential customers currently address this problem |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I know why customers might prefer my solution over existing alternatives |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I can explain what makes my opportunity timely (why now?) |
| 1 | 2 | 3 | 4 | 5 | |

2. Market Knowledge

- | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I know the approximate size of my target market |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I understand key trends affecting this market |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I can name my main competitors and describe their offerings |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I understand the regulatory environment affecting this market |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I know how customers in this market typically make purchasing decisions |
| 1 | 2 | 3 | 4 | 5 | |

3. Research Capabilities

- | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I know how to design effective customer surveys |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I am comfortable conducting customer interviews |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I can analyze quantitative data and identify patterns |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I understand how to find and interpret secondary research |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I am familiar with AI tools that can assist market research |
| 1 | 2 | 3 | 4 | 5 | |

Rate each statement: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

4. Mindset and Approach

- | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I actively seek opinions that contradict my assumptions |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I am willing to pivot or abandon ideas based on research findings |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I view research as ongoing rather than one-time activity |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I can distinguish between assumptions and validated facts |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I am comfortable with uncertainty and ambiguity |
| 1 | 2 | 3 | 4 | 5 | |

5. Practical Considerations

- | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I have allocated sufficient time for market research |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I have budget available for research tools or services if needed |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I have access to potential customers for primary research |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I have people I can discuss research findings with objectively |
| 1 | 2 | 3 | 4 | 5 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I have established decision criteria for proceeding with this opportunity |
| 1 | 2 | 3 | 4 | 5 | |

TOTAL SCORE:

out of 125 points

Interpreting Your Score

90-125

Strong Research Readiness

You have a solid foundation for effective market research. Focus on execution and applying advanced frameworks. Your main challenge will be avoiding analysis paralysis—don't let perfect research delay necessary action.

60-89

Moderate Readiness

You have some foundational knowledge but identified gaps to address. Pay particular attention to lower-scoring sections as you progress through the book. Consider these areas your priority learning objectives.

Below 60

Significant Gaps to Address

Don't be discouraged—awareness of gaps is the first step toward closing them. Consider working with a mentor or advisor while developing research capabilities. Take extra time with chapters covering your weaker areas.

■ Reflection & Action Planning

My three lowest-scoring areas:

1. _____
2. _____
3. _____

Specific actions I'll take to improve:

1. _____
2. _____
3. _____

✓ Next Steps

Keep this worksheet accessible as you work through the book. Revisit it after completing each major section to track your progress. Your scores should improve as you gain knowledge and skills—that's the whole point of this learning journey!