**Market segmentation**

Start by identifying potential industries for your idea. Then, list who might benefit in each industry from your idea.

There are several industries that may be interested in our project. Basically, everytime that you pay, our solution might be used. Below is a list of shops / professionals that could use our services.

* Major food shops
* Smaller grocery stores
* Bookstores
* Clothes stores
* Wholesalers
* Doctors
* Gyms
* Sports clubs
* Restaurants
* …

The solution that we are working on would be a B2B2C solution. Thus, the end user would be, in any case, the customer.

The only requirement for a shop to use our solution, is to have barcodes on their product, and security doors. Also, it is necessary that the user of our solution, i.e the customers, have a cell phone and some network. Thus, we will firstly focus on shops in major cities that are not underground, or do not have any part of them underground. Ideally, it would be better to start with shops frequented by young people, digital friendly.

Identify the different tasks your end user performs

Our end users will mostly use the app for several reasons (to be confirmed by interviews):

* Scan and pay
* Learn about the product they have bought
* Keep track of their expenses / activity

1.B - Narrow

list the top 6–12 particularly interesting market opportunities

specific end user and one or a handful of applications:

Summary of our thoughts:

| **Industry** | **Big food stores** | **Small grocery stores** | **Other shops: books / clothes** | **Restaurants** |
| --- | --- | --- | --- | --- |
| **Lead Customers** | Trader Joe’s  Morton Williams  Whole Foods  Westside Market  H Mart | Deli | Target  Walmart  Costco | Chains - McDonalds, Starbucks, Dominos |
| **Well funded?** | Yes | Can be | Can be | Some of them |
| **Has what it need to use our solution?** | Yes | Not sure | Big ones do | No, would need to develop something else |
| **Reason to buy?** | * Make their customer save time * Reduce their salaries * Offer a better experience to their clients * Increase their efficiency | * Make their customer save time * Reduce their salaries * Offer a better experience to their clients * Increase their efficiency | * Make their customer save time * Reduce their salaries * Offer a better experience to their clients * Increase their efficiency | * Save time * Increase their efficiency * Easier to pay tips |
| **Benefits** | * Cheaper * Reputation * Efficiency | * Cheaper * Reputation * Efficiency | * Cheaper * Reputation * Efficiency | * Financial (tips) * Efficiency (no need to bring the check) |
| **Competition** | Amazon Go | None | Amazon Go | sunday |
| **Leverage?** | Yes, if we sign a contract with one major store, we will then be installed in all the shops of this brand. | Not really | It might | Not really |
| **Consistent with the values / passions / goals?** | Yes | Yes | Yes | Yes |

**For all the reasons listed above, it seems that the best clients to target at first are stores located in major cities and whose clients are young professionals or students, who are good with new technologies, and have cellphones.**

1.C - Organize your research

* End User
* Application
* Benefits
* Lead Customers
* Market Characteristics
* Partners/Players
* Size of the Market
* Competition