

3 Typical approach for a brainstorming question on market attractiveness factors

Market

- Market size
- Market growth rate
- Competitive landscape
- Typical profitability
- Barriers to entry

Go-to-market strategy

- Operational aspects:
 - Time-to-enter
 - Operational complexity
 - Capability gaps
- Financial aspects
 - Synergies
 - Expected results (e.g. ROI, NPV)

Risks

- Market-specific risks
- Financial risks
- Operational risks