

### 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