



**Market Entry Strategy: Developing a robust view of an experimental marketplace.**  
*Introduced market data and competitor insights to inform overall strategy.*

**Client's Challenge:**

- The client operates in an emerging technology space and was struggling with sizing, segmenting, and analyzing a new market with limited data.
- Faced a critical juncture in which the start-up needed funding and data to help prioritize their spend.
- Required insight into industry best practices regarding price, quality, volume, and distribution with a core focus on relevant competitors.
- Challenged by unclear and untested data collection with a convoluted market history.

**IUCG's Solution**

- Developed a comprehensive competitor database to accelerate the development of a competitive strategy.
  - Researched over forty competitors within the space by conducting 24+ interviews to understand the landscape and dynamics of the market.
- Created a competitor data visualization and delivery tool to estimate geography driven costs and define target competitors.
  - Multi-faceted Tableau model emulated industry best practice strategies through factoring in client location, all associated relevant data points, and ID tag.
  - Recommended three specific competitors to analyze in strategy, based on a weighted calculation of significant variables and specific performance.
- Presented a market-size model exhibiting the specific drivers of revenue in the short-to-medium term.
  - Identified key metrics and trends in the industry through research, expert interviews, and logical mapping to estimate the future domestic market.
  - Built out an interactive model which mapped the value and growth of every relevant market segment, easily scalable as further information is discovered, or new verticals emerge.

**Business Impact**

- Establish a detailed market size to use in all future financial efforts
- Identify key market segments to target and criteria for success within each segment
- Illustrate and define trends in the competitive landscape to inform product design, pricing, and packaging
- Specify key competitors and prerequisite strategies to capture demand from other players



## **Client's Challenge**

Our client for this engagement was a start-up in an emerging technology space. Although they were introducing a raw material that has been used overseas, its prevalence has not grown domestically and thus the client had to work around limited market information. In addition, they were still in early phases of operations and had not yet begun selling their product – and needed IUCG's help in defining the customer. Concurrent with their launch, they faced incumbent competitors who posed a significant threat and no ability to gather data on them. The client thus approached IUCG seeking a comprehensive strategy for defining their market, sizing it, and understanding the competitive landscape.

## **IUCG Solution**

In order to actively assist the client with their launch into this emerging space, IUCG conducted weekly calls throughout the duration of the engagement. Once up to date with the client's status in their go-to-market process, IUCG quickly identified the specific verticals of the market on both a micro and macro level. Moreover, we rationalized the list of all available competitors and began the process of prioritizing each and scheduling our interviews. Once our project was structured and we began to compile data, the next step for IUCG was to understand what all of this data meant for our client in their pursuit of optimizing resource allocation during the critical go-to-market period.

IUCG homed in on specific market verticals which seemed promising for the client and ran analyses on each considering the major drivers for success in a “blue ocean” marketplace. Moreover, in verticals that already had a competitive footprint, IUCG broke down the necessary drivers to exploit in order to maximize potential market penetration. Finally, IUCG delivered all the data compiled into a model, a Tableau visualization, and a series of recommendations for the client.

## **Business Impact**

After researching the emerging marketplace and segmenting it into categories, IUCG culminated those findings to develop recommendations and areas to investigate in order to maximize long-term upside for the client. Immediate implementation of the competitor data insights will allow the client to set an informed price, product, and package such that they are competitive in the space, and the market size verticals will provide the most promising customers to target. Furthermore, the data visualization allows them to figure out specifically how to financially engage with their competitors as distance is a major driver in the market. Finally, IUCG also recommended a potential roadmap for the short-term in order to guide the client in how to establish operations going into the future.