Market Analysis

(Know Your Market and Customer)

PROBLEM

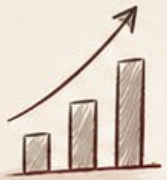
What problem are you trying to solve?

SOLUTION

How will you solve it?
What is your solution?

KEY METRICS

What are the key numbers that show progress?



UNIQUE VALUE PROPOSITION

What makes your solution different?
Why should people choose you?

UNFAIR ADVANTAGE

What do you have that others can't easily copy?

CHANNELS

How will you reach your customers?

CUSTOMER SEGMENTS

Who are your target customers?
Be as specific as possible.

COST STRUCTURE

What are your main costs?
What do you need to make this work?

REVENUE STREAMS

How will you make money?
What are your main sources of income?

S Strengths

What are we good at?
What gives us an advantage?

W Weaknesses

What could be improved?
What are our limitations or challenges?

O Opportunities

What opportunities can we take advantage of?
What trends, needs or changes could help us?

T Threats

What could get in the way?
What risks or external factors should we be aware of?

Customers & users

People who buy, use or are affected by your products or services.

+

- Their needs are met or a problem is solved.
- They receive a quality product or have a positive experience.

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- The product doesn't meet their expectations.
- Poor quality or safety issues can cause problems.

Team & School

People who make the project happen and support your learning journey.

+

- They gain new skills and experience.
- They benefit from a positive learning environment.

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- It can create extra workload or stress.
- Conflicts or unclear roles can cause frustration.

Suppliers

People or organisations that provide the materials, products or services you need.

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- They receive regular orders on fair terms.
- They receive timely payments and benefit from a good working relationship.

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- Late payments can create financial issues.
- Unrealistic demands (e.g. very low prices) can cause problems.

Partners

Organisations or individuals who support your project (e.g. mentors, local businesses, sponsors).

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- They gain visibility through their involvement in a positive project.
- It can lead to future collaboration opportunities.

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- If you don't deliver as agreed, it can affect their reputation.
- Lack of communication or follow-up can damage the relationship.

Investors & supporters

People or organisations who provide funding or other resources.

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- They see their contribution making a difference.
- They can be part of a project that creates positive impact.

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- If the project doesn't deliver as expected, they may lose money or resources.
- Lack of transparency can reduce trust.

Community & environment

The wider community and environment that are affected by what you do.

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- It can create local opportunities (e.g. jobs, events, awareness).
- It can encourage more sustainable and responsible practices.

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- It may create waste or pollution.
- It could have a negative impact on the local area if not managed well.

1

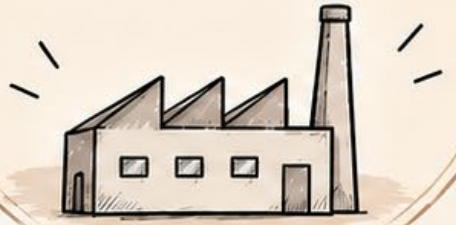
Materials

Where is it from?

2

Production

How is it made?



3

Transport

How does it arrive?

4

Use

How long does it last?

5

End of life

Repair, reuse, recycle?

1 Customer & Market

Who are our customers, and what do they actually need?

Understand your target market and customer needs.

2 Solution & Value

What are we offering, and why should customers choose us?

Connect your solution to your unique value.

3 Business & Numbers

What are our main costs, and how will we make money?

Check the financial basics of your idea.

4 SWOT Analysis

What are our biggest strengths, weaknesses, opportunities and threats?

Recognise what could help or challenge your business.

5 Stakeholders & Impact

Who could our mini-enterprise affect, postively or negatively?

Understand your responsibilities and potential impact.

6 Product Life Cycle

What happens to our product from creation to end of life?

Consider sustainability and responsible choices.