

Market Scan

Team:

About this tool:

The Market scan tool is to be used once you have a sense for the specific markets, regions, and communities you'll be entering. It is intended to raise specific threats based on where you'll play and provide situational context, which should feed into your project and execution strategy.

Instructions:

Spend time brainstorming potential and existing threats for a specific market. Think of 20 threats and plot the threats on the axis according to the emergence of the threat (is it new to the market or has it been long standing and established?) and the potential disruptiveness of the threat (is this a small risk or something more major to consider?).

LONGSTANDING
PLAYERS &
THREATS

Emergence of Threats

EMERGING
PLAYERS &
THREATS

SMALL RISK

Level of Potential Disruptiveness

LARGE RISK

PARKING LOT

Those ideas that didn't quite make the cut, but maybe good to have them in the back of your head