ATTANZ RESEARCH

8-WEEK MARKET INTELLIGENCE EDGE PROGRAM

WEEK 5 OF 8

WEEK 5: UNCOVER MARKET OPPORTUNITIES

Find opportunities others miss and the opportunities worth pursuing.

WHY THIS MATTERS

Opportunities don't always look like opportunities at first. They're often hidden in unmet needs, emerging trends, overlooked segments and changing behaviours.

The organisations that grow consistently are the ones that spot potential early and act before the crowd.

YOUR OBJECTIVE THIS WEEK

Identify and evaluate market opportunities that align with customer needs, market potential and your strengths – so you can prioritise where to play and how to win.

PRINCIPLE: DISCOVER → EVALUATE → PRIORITISE → ACT

The best opportunities sit at the intersection of customer need, market potential and your ability to win.

THE 5 AREAS TO EXPLORE

Use these areas to uncover and evaluate opportunities in your market.

1 UNMET NEEDS

Find the problems and needs not being fully solved today.

- What frustrations exist?
- What are customers adapting around?
- Where are needs going unsolved?

2 EMERGING TRENDS

Spot trends shaping the future of your market.

- What trends are accelerating?
- What technologies or behaviours are changing the game?
- What's gaining momentum globally?

3 WHITE SPACE OPPORTUNITIES

Look for gaps where demand exists but solutions are limited.

- What segments are underserved?
- What needs remain underseerved?
- Where can you offer something meaningfully different?

4 ADJACENT & NEW MARKETS

Explore opportunities beyond your core market.

- Which adjacent markets align with your capabilities?
- Which customer needs could you solve in new contexts?

5 HIGH-POTENTIAL OPPORTUNITIES

Focus on opportunities with the greatest impact and feasibility.

- What's the potential size and value?
- How hard would it be to pursue?
- Does it fit your strengths and strategy?

SOURCES TO HELP YOU FIND OPPORTUNITIES

Use a mix of these sources to generate and validate ideas.

TREND REPORTS & FORESIGHT RESEARCH

Use industry trend reports, academic research and forecasts to spot future shifts.

CUSTOMER INSIGHTS

Talk to customers, prospects and non-customers to uncover unmet needs and pain points.

MARKET & INDUSTRY DATA

Analyse market size, growth forecasts, demographic shifts and adoption curves.

STARTUPS & NEW ENTRANTS

Watch startups and disruptors to see where innovation is heading.

GLOBAL & ADJACENT MARKETS

Look outside your market for ideas, innovations and business models.

INTERNAL IDEATION

Run cross-functional brainstorming sessions and tap into front-line insights.

A COMMON TRAP

Chasing every idea instead of focusing on the right ones. Avoid opportunity overload by being disciplined about evaluation and prioritisation.

- Not aligned to strategy
- Overestimating market size
- Solving a problem that isn't real
- Too hard to execute

WEEK 5 STRATEGIC INSIGHT

The biggest opportunities are not obvious.
They're found by looking at the edges, listening deeply and thinking ahead.
Spotting them early creates lasting advantage.

TURN INSIGHT INTO ACTION

- ☑ Build a long list of potential opportunities.
- ☑ Evaluate ideas against customer need, market potential and your ability to win.
- ☑ Shortlist the top 3–5 opportunities worth pursuing.
- ☑ Validate with data and customer insights.

NEXT UP:

Week 6 – Manage Risk Before It Impacts You

We'll identify and assess the key risks that could get in the way of your success – so you can prepare and stay ahead.

MAKE BETTER DECISIONS.
DRIVE BETTER RESULTS.

Practical intelligence.
Stronger strategy. Better outcomes.

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