**ILLUSTRATIVE DEMONSTRATION - sample numbers, not verified client outcomes.**

Preserved sample content below. Redacted-client wording does not establish a verified engagement.

MARKET ENTRY / GROWTH STRATEGY

[redacted]

# Market opportunity to launch roadmap.

Redacted consumer technology engagement. Research synthesis, audience segmentation, positioning, channel prioritization and a 90-day go-to-market plan.


01 Category definition

02 TAM / SAM / SOM

03 Audience segments

04 Competitive map

05 Positioning

06 Channel plan

07 Launch roadmap

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01 / MARKET LANDSCAPE

# Where the opportunity concentrates.

A decision view of demand, adoption barriers, audience readiness and whitespace.

### High-intent demand

Existing buyers actively searching for a solution.

PRIORITY 1

### Education-led demand

Buyers understand the problem but not the category.

PRIORITY 2

### Latent demand

Problem exists, but awareness is weak.

BUILD

## Opportunity sizing framework



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02 / AUDIENCE

# Three segments. Three different jobs to be done.

Segmentation built around need state and buying friction rather than demographics alone.

## Efficiency Seeker

Wants less manual effort and fewer operational headaches.

**WHAT WINS**

Proof: speed, simplicity, integration

## Performance Buyer

Wants better output and clearer ROI.

**WHAT WINS**

Proof: measurable improvement, reporting

## Risk Reducer

Wants reliability, support and a safer decision.

**WHAT WINS**

Proof: trust, process, reversibility

## Message hierarchy

1. Lead with the business problem, not the technology.
2. Use proof before feature depth.
3. Make switching and setup feel low-risk.
4. Show the outcome at each funnel stage.

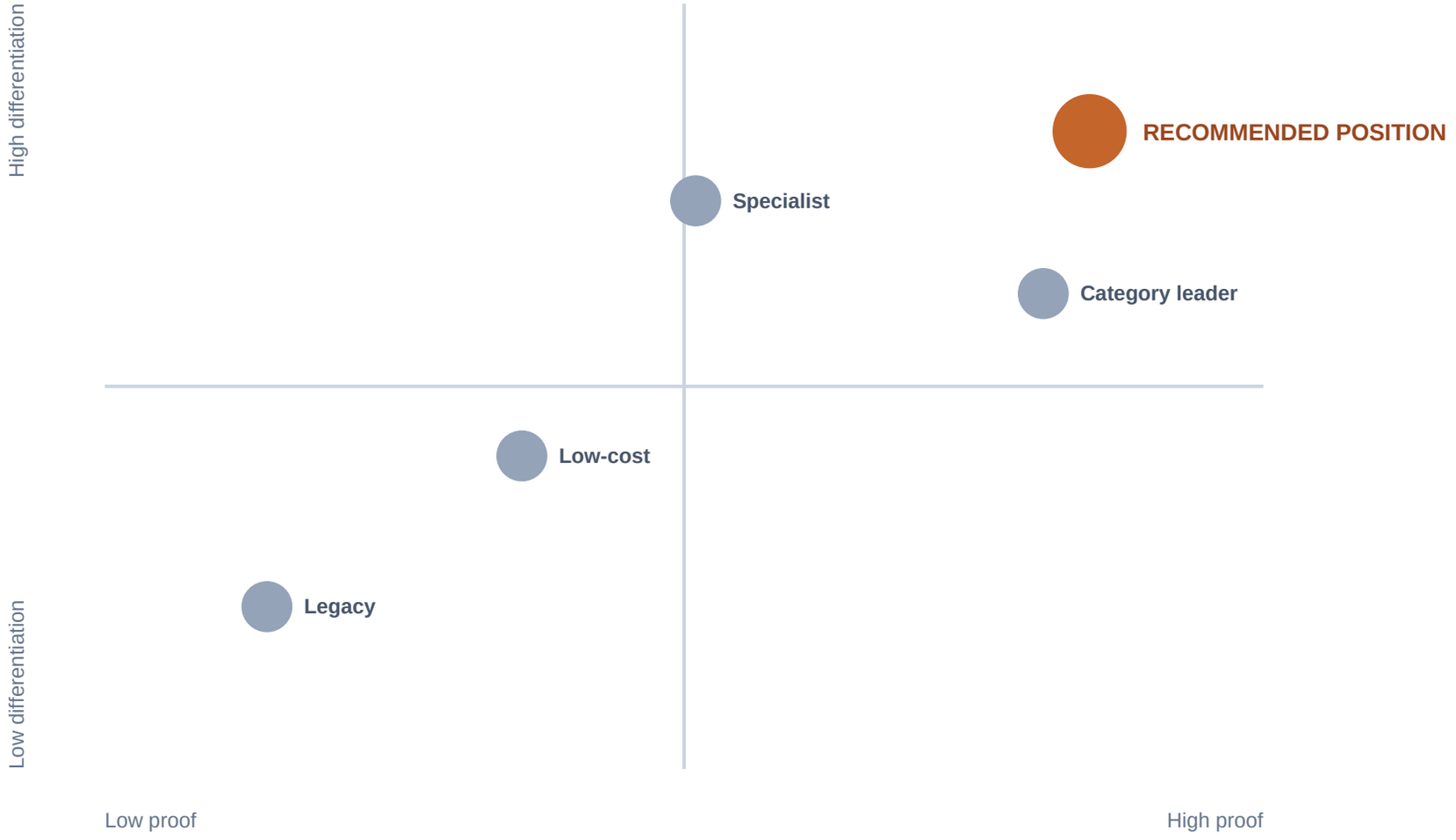
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03 / COMPETITIVE POSITIONING

# Own the space competitors leave vague.

A simple 2x2 exposes where the category is over-claimed and under-proven.




Competitor names removed; strategic logic retained.

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# Match the channel to the buying moment.

A staged acquisition system prioritizes intent before reach.

| | | | |
|---|---|---|---|
| 01 | CAPTURE | **Search / high-intent paid** | Solve the known problem |
| 02 | PROVE | **Retargeting / case content** | Reduce uncertainty |
| 03 | CREATE | **Paid social / creator / content** | Build category demand |
| 04 | NURTURE | **Email / CRM / sales** | Convert over time |

Portfolio reconstruction; channel mix tailored to engagement context.

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05 / 90-DAY ROADMAP

# Launch in controlled learning loops.

The plan creates evidence before increasing complexity or spend.

0–30 DAYS

## FOUNDATION

- tracking + CRM hygiene
- landing page / offer
- baseline creative tests

31–60 DAYS

## VALIDATE

- intent campaign expansion
- retargeting sequence
- message testing by segment

61–90 DAYS

## SCALE

- budget reallocation
- new audience expansion
- sales + lifecycle feedback loop