



REDWOOD ADVISORS

**New Markets
Identification**

*Identify, diligence, and decide on
which new market(s) to enter & how*

New Markets Identification projects can help your team assess which new market(s) could accelerate growth and how

Conduct extensive research and diligence into new potential markets using external reports, public data, expert interviews, customer insights etc. to estimate market sizes, identify key segments, and gain key insights to make informed decisions on whether and how to enter new markets

New Markets projects address:

- What potential new markets could your company play in?
- What market(s) should your org enter and why?
- How should your company enter those markets?

- **Identify and align on top potential markets to enter** by rigorously identifying, assessing, and prioritizing potential markets with a best-practice process
- **Confidently decide on whether or not to enter a market** based on a rigorous assessment of the market and your fit
- **Prepare for successful market entry** by better understanding top pot. markets from assessing their key facts (e.g., size, growth), customers, risks, and competitive landscape
- **Accelerate growth in new markets** by aligning around a path of entry (e.g., build, buy, partner, etc.), developing potential offers for the market, and creating a high-level GTM strategy



New Markets Identification: Process Overview

Phase	Phase 1: Markets Identification & Prioritization	Phase 2: Markets Diligence and Decision	Phase 3: Market Offer & Approach
Key goal	<ul style="list-style-type: none">• Identify and organize top new potential markets	<ul style="list-style-type: none">• Select new market(s) to enter	<ul style="list-style-type: none">• Enter new market(s) with offers & GTM models
Key outputs	<ul style="list-style-type: none">• List of potential new markets	<ul style="list-style-type: none">• New market(s) to enter	<ul style="list-style-type: none">• Potential offers & GTM models for new markets
Key activities	<ul style="list-style-type: none">• Internal interviews & data review• Markets scan & identification• Prioritization methodology (e.g., “must-haves”, value)• Preliminary market research on identified markets• Prioritization of top potential markets	<ul style="list-style-type: none">• Expert interviews• “Keys to success” analysis• Risks identification & analysis• Top competitor case studies• Customer segment insights• Entry go/no-go decision	<ul style="list-style-type: none">• Offer identification and prioritization for new markets• Business model exploration and creation for top offers• Market segmentation research• High-level GTM modeling

