

Writing a Business Plan: Market Checklist

by Guttulus

| Market Size | | Market Type | | Problem Addressed | | Channels | |
|--------------------------|--------------------------------|--------------------------|------------------------|--------------------------|---------------------------|--------------------------|-------------------|
| Goal | | Existing Market | | What is it? | | Physical | |
| <input type="checkbox"/> | Estimate Total Size of Market | <input type="checkbox"/> | Define Existing Market | <input type="checkbox"/> | Latent | <input type="checkbox"/> | Direct Expenses |
| <input type="checkbox"/> | Estimate Your Size of Market | <input type="checkbox"/> | Redefine Market | <input type="checkbox"/> | Passive | <input type="checkbox"/> | Indirect Expenses |
| <input type="checkbox"/> | Estimate Total Size in 2 Years | <input type="checkbox"/> | Reframe Market | <input type="checkbox"/> | Active | <input type="checkbox"/> | Net Revenue |
| <input type="checkbox"/> | Estimate Your Size in 2 Years | <input type="checkbox"/> | New Market | <input type="checkbox"/> | Vision | <input type="checkbox"/> | Profit |
| Measurements | | Product | | Customer Type | | Web | |
| <input type="checkbox"/> | Units | <input type="checkbox"/> | Substitute Products | <input type="checkbox"/> | Day to Day User | <input type="checkbox"/> | Direct Expenses |
| <input type="checkbox"/> | Dollars | <input type="checkbox"/> | Replacement | <input type="checkbox"/> | Buyer | <input type="checkbox"/> | Indirect Expenses |
| <input type="checkbox"/> | Page Views | <input type="checkbox"/> | Variant | <input type="checkbox"/> | Influencer | <input type="checkbox"/> | Net Revenue |
| <input type="checkbox"/> | Other | <input type="checkbox"/> | Completely New | <input type="checkbox"/> | Decision Maker | <input type="checkbox"/> | Profit |
| Research | | Positioning | | Desire for Solution | | Social | |
| <input type="checkbox"/> | Industry Reports | <input type="checkbox"/> | Competition | <input type="checkbox"/> | What is the Problem? | <input type="checkbox"/> | Direct Expenses |
| <input type="checkbox"/> | Competitor Reports | <input type="checkbox"/> | Market Drivers | <input type="checkbox"/> | What is the Solution? | <input type="checkbox"/> | Indirect Expenses |
| <input type="checkbox"/> | Press Releases | <input type="checkbox"/> | Vertical Market | <input type="checkbox"/> | How to show the Solution? | <input type="checkbox"/> | Net Revenue |
| <input type="checkbox"/> | Customer Feedback | <input type="checkbox"/> | Horizontal Market | <input type="checkbox"/> | How to show the Problem? | <input type="checkbox"/> | Profit |
| Adjacent Markets | | Creating Market | | Influence Map | | Mobile | |
| <input type="checkbox"/> | Potential Switch | <input type="checkbox"/> | Difficulty | <input type="checkbox"/> | List Influencers | <input type="checkbox"/> | Direct Expenses |
| <input type="checkbox"/> | Why Switch | <input type="checkbox"/> | Advantage | <input type="checkbox"/> | Create Map | <input type="checkbox"/> | Indirect Expenses |
| <input type="checkbox"/> | Increase Switch | <input type="checkbox"/> | Cost | <input type="checkbox"/> | Social Media | <input type="checkbox"/> | Net Revenue |
| <input type="checkbox"/> | Promotion | <input type="checkbox"/> | Time | <input type="checkbox"/> | Word of Mouth | <input type="checkbox"/> | Profit |
| Comparisons | | Channels | | Day of Life | | PPC/SEO | |
| <input type="checkbox"/> | Closest Competitor in Size | <input type="checkbox"/> | Website | <input type="checkbox"/> | Customer Type | <input type="checkbox"/> | Direct Expenses |
| <input type="checkbox"/> | Closest Competitor in Years | <input type="checkbox"/> | Physical Store | <input type="checkbox"/> | Customer Problems | <input type="checkbox"/> | Indirect Expenses |
| <input type="checkbox"/> | Closest Competitor in Growth | <input type="checkbox"/> | Social | <input type="checkbox"/> | Organizational Maps | <input type="checkbox"/> | Net Revenue |
| <input type="checkbox"/> | Closest Competitor in Idea | <input type="checkbox"/> | Amazon/ebay/etc | <input type="checkbox"/> | Influence Maps | <input type="checkbox"/> | Profit |