

Assessing market potential for a niche start-up to help it define addressable market

BACKGROUND & CHALLENGE



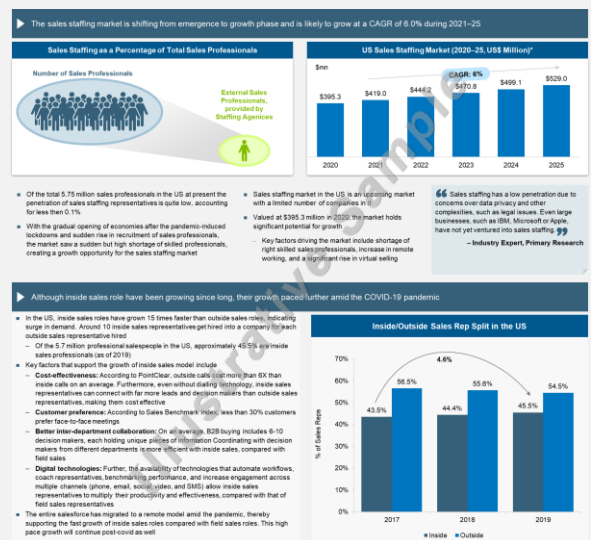
A US-based staffing solutions start-up intended to introduce an innovative model to carve a niche in the outsourcing industry. The start-up was already in the advanced level of discussions with its investors and wanted to run a robust market attractiveness study to gain more investor confidence. To achieve this objective, it approached Fuld & Company for providing comprehensive and reliable insights and intelligence.

FULD & COMPANY'S SOLUTION



Fuld & Company executed a detailed market opportunity assessment exercise comprising both demand and supply side analysis.

Demand side analysis included the estimation of addressable market using top-down and bottom-up approaches, assessment of future workforce market/trends, and shifting roles and responsibilities of professionals. Supply side analysis comprised the study of competitive landscape, which involved an exhaustive comparison of the services and strategies of the client's closest competitors (that offer similar services).



OUTCOME FOR CLIENT



The study helped the client to attain a holistic view of the market, including the overall addressable market, white spaces or service gaps that it can fill, potential application areas with higher demand, and the key threats that it is likely to face. The client presented the details captured as part of the study to its investors group. Besides, it is building a strong clientele with the help of a business strategy supported by the recommendations provided by Fuld & Company.