WHAT’S YOUR NEW IDEA?

You have experience, a hunch, an inspiration.
Requires time, energy, and information
YOU NEED **SOLID** INFORMATION

*Useable, timely & trustworthy*
MARKET INTELLIGENCE
Clear data. Better decisions.
3 KEYS to BETTER INTELLIGENCE

1. Ask GOOD Questions
2. Know WHERE to Look
3. Know HOW to Look
Seven common areas where questions begin:

- Trends & Disruptors
- Industry Analysis
- Market Research
- Company Analysis
- Regional Analysis
- Company Comparison
- Business Launch
GOOD Questions

1. Clarify Context
   • Who, What, Where, Why, When, How, If...

2. Create Focus
   • Move beyond generalities

3. Build Curiosity
   • "Tell me more..."
Know WHERE to Look
"From 2013 to 2020, the digital universe will grow by a factor of 10 – from 4.4 trillion gigabytes to 44 trillion. 

IT MORE THAN DOUBLES EVERY TWO YEARS."
WHERE to Look

1. Begin in a Relevant Location

2. Free Resources are Abundant
   • US Department of Labor & Statistics, UN, World Bank, etc.
   • Industry Associations & Trade Publications –

3. Consulting Firms
   • PwC, Deloitte, Accenture
Know HOW to Look
Executives who felt constrained by time and search skills

Executives who felt information was their company’s greatest asset

Knowledge workers spent much of their day searching for information

Source: International Data Corporation
HOW to Look

1. Google Better
   - Targeted search strings

2. Use Your Library
   - Public library or alumni resources from alma mater
   - Ask a librarian – actual people who can help refine your research
EXAMPLES

- Management of Funds
- Financing Models
- Business Plans & Markets
Management of Funds & ROI

• **Initial Question:**
  • Passive vs. Active Funds – data to verify assumptions and advice

• **Where to Look:**
  • Breadcrumbs – NYT & WSJ will give you other sources and citations. Academic information was needed.

• **How to Look:**
  • Scholars mentioned may be linked to additional working papers and data.
Financing Models

• Initial Question:
  • Request for 17 data points
  • Context was needed…

• Where to Look:
  • Based on clarified context.
  Free and proprietary sources

• How to Look:
  • Help was needed. On the right track, but it was too complicated and the resources were too scattered
Business Plans & Markets

• **Initial Question:**
  • Questions can evolve and change over time

• **Where to Look:**
  • Great free information was readily available. Access to a larger report was available

• **How to Look:**
  • Demographic data takes time – be prepared to spend some time and make some calls. Some databases are easier than others
FORTIFY YOUR PITCH

- Facts Are Substantiated
- Supporting Documents
- Ready for the Cold Call
BEWARE of self-fulfilling prophecy...

i've heard the rhetoric from both sides... time to do my own research on the real truth

[Google search results]

Literally the first link that agrees with what you already believe

Completely supports your viewpoint without challenging it in any way

Another link

Don't worry about this one

...jackpot
YOU CAN BE PREPARED
YOU CAN BECOME FACT FORTIFIED
THINK BACK TO YOUR NEW IDEA

How will better market intelligence improve your decisions?
MARKET INTELLIGENCE

Clear data. Better decisions.

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