

PART I: CLIENT INFORMATION

PART II: MARKET INFO (Please answer to the best of your knowledge)

12. Briefly describe your idea/technology:

12a. What is the customer need (is there a need for your invention/product)?

12b. Who is your target market (who will be buying/using your product/service)?

Market Research Questionnaire

12c. What is the estimated market size (dollars and units if known)?

12d. What is estimated market growth?

12e. Are there any other potential existing markets and/or possible emerging markets?

SECTION II: Competition (For each of the competition type listed below, please describe what is their product/strategy and what stage their product is in i.e. development, production, on the market)

13a. Who is your direct competition?

13b. Who is your indirect competition?

Market Research Questionnaire

13c. Who is your future competition?

SECTION III: Competitive Advantage

14a. What is your competitive advantage?

14b. What are the barriers to entry?

14c. How are you protecting your Intellectual Property?

SECTION IV: Industry Trends

15a. Industry Structure:

Concentration (rivalry among competitors) ☐ Many firms ☐ A few firms ☐ Two firms ☐ One firm

Entry and Exit Barriers (Threat of new entrants and substitutes) ☐ No barriers ☐ Significant barriers ☐ High barriers

15b. List factors that affect industry growth:

15c. Are there any governmental and/or legal regulations?

Market Research Questionnaire

15d. Is the industry sensitive to economics fluctuations?

PART III: BUSINESS OR COMMERCIALIZATION STRATEGY

SECTION I: Business or Commercialization Strategy

16. What is your business or commercialization strategy?

PART IV: MARKET RESEARCH QUESTIONS

17. What would you like to know more about?

IMPORTANT! BEFORE YOU CLOSE FILE

1. SAVE completed form to your computer (File → Save As → Pick folder → Name file)
2. ATTACH saved file to email and send to: jnicholcaddy@unomaha.edu
3. If you have a problem using form or do not hear from a consultant within five business days, call 402-554-4092