

## Market Research Questionnaire

### **PART I: CLIENT INFORMATION**

| 1. Client Name (Name of the person completing the form)  | 2. Company Name |           |        |
|--|-----------------|-----------|--------|
| 3. Telephone<br>Primary  | 4. Email        |           |        |
| 5. Street Address/PO Box   | 6. City         | 7. State  | 8. Zip |
| 9. Market research to be performed for (please check) SBIR STTR Other I<br>If you are applying for SBIR/STTR, which agency and what is the application deadline? |                 |           |        |
| 10. Client Signature   |                 | 11. Date: |        |

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

| SECTION I: General Information About Your Market                                |
|---|
| 12. Briefly describe your idea/technology:                                      |
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| 12a. What is the customer need (is there a need for your invention/product)?    |
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| 12b. Who is your target market (who will be buying/using your product/service)? |
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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?



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| 13c. Who is your future competition?  |
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| SECTION III: Competitive Advantage  |
| 14a. What is your competitive advantage?  |
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| 14b. What are the barriers to entry?  |
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| 14c. How are you protecting your Intellectual Property?   |
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|   |
| 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:  |
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|   |
| 15c. Are there any governmental and/or legal regulations?   |
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|   |
|   |



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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  $\rightarrow$  Save As  $\rightarrow$  Pick folder  $\rightarrow$  Name file
- 2. ATTACH saved file to email and send to: inicholcaddy@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