

MARKET RESEARCH



Markets constantly change and your business must have updated knowledge of both supply and demand in order to make informed decisions. Market research looks at consumer behaviors, your competition and industry trends so you can develop products or services that meet actual needs. Especially important to start-ups in technology commercialization, market research provides realistic insight into consumer demand and the size and location of the market.

How Your Business Benefits from NBDC Services

	BASIC	INTERMEDIATE	PREMIUM
SERVICE SUMMARY	Includes reports on: <ul style="list-style-type: none"> • Competition • Copyright, patent and trademark info • Customer profiles • Demographics • Financial ratios • Other 	Includes BASIC market research plus identification of: <ul style="list-style-type: none"> • Industry trends • Direct and indirect competition • Market size • SWOT Analysis 	Includes BASIC and INTERMEDIATE market research plus identification of: <ul style="list-style-type: none"> • Market and industry trends • Challenges for market growth • Market opportunities • Prospective customers • Target markets • International market opportunities
TIME	Four weeks	Six to eight weeks	Based on project scope, up to 120 days
COST	FREE Out-of-state companies should contact the SBDC in their state.	Fee based on project scope starting at \$595 Fee for out-of-state companies starts at \$1,995 STEP grant covers starting fee for some in-state companies	Fee based on project scope starting at \$5,000 Fee paid by SBA FAST grant for companies applying for SBIR/STTR funding Fee for out-of-state companies starts at \$5,000
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