



CASE STUDY : OPPORTUNITY IDENTIFICATION

"This report was wonderful. Thank you for turning it around quickly. I also appreciate you sending over the extra materials!"

**VP, Market Research and Competitive Intelligence
Financial Services**

Situation:

A global client in the financial services industry was looking for growth opportunities. Since its primary business is in a mature industry with steady but lower growth rates, senior management wanted to diversify the company's product portfolio by finding high-growth markets. They wanted to make smart bets and invest in opportunities where it could leverage its strengths and successfully compete. The client's innovation team identified a short list of five potential markets that it felt aligned with its internal capabilities, but it needed an external perspective.

Solution:

Line of Sight Group (LoSG) evaluated the five potential markets and assessed the current and future states for each one. Evaluation criteria included future market demand, competitive dynamics, table stakes and differentiators, and others to determine 'Can we grow?' and 'Can we win?' By combining secondary, observational and primary sourced data, LoSG delivered the insight needed on where to place bets, and also identified the technology and human resource assets that the company would need in order to successfully compete.

Benefit:

The findings revealed one obvious market opportunity, two for immediate elimination and two others that were not as straightforward. The most attractive was truly a niche market with high growth rates, an underserved population of consumers and suppliers who told us that they were not good at serving this segment. The client made immediate investments to enter that market. It even hired one of the subject matter experts that LoSG uncovered to assist in its development efforts. In addition, management was able to defer investment in the unattractive segments and move resources to further explore the remaining opportunities.

