

SITUATION

A global fintech's primary business was in a mature industry segment and wanted to diversify its portfolio by finding high-growth markets. The leadership team 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 objective perspective.



CASE STUDY: NEW MARKET DEVELOPMENT

SOLUTION

Line of Sight evaluated five potential markets using a RWW framework (Is it Real? Can we Win? Is it Worth it?). By combining secondary, observational and primary interview data, the analysis helped prioritize which markets to place bets on along with the technology and HR assets needed to win.

BENEFIT

The leadership team made immediate investments to move into a niche market with high growth rates and an underserved population. They hired one of the experts Line of Sight uncovered to help lead the new market team. The team also eliminated two opportunities and prioritized two others for future development.

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

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