

# STARTUP STAGE



**IDEA**

## Market Analysis Studio

Is there a viable market for your idea?

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the Launch  
**Box**

# Market POSITIONING

## FRAMEWORK

Step 1

**DEFINE CORE VALUE PROPOSITION**

Step 2

**IDENTIFY CORE CUSTOMER**

Step 3

**ANALYZE KEY COMPETITORS**

Step 4

**ESTABLISH MARKET POSITIONING**

# Market POSITIONING

Step 1

## DEFINE CORE VALUE PROPOSITION [WHAT]

### VALUE • PROPOSITION •

The **sum total of benefits a customer is promised** to receive in return for his or her patronage and the associated payment (or other value transfer).

- American Marketing Association (AMA)

[in marketing] **an innovation, service, or feature intended to make a company or product attractive** to customers.

- Oxford Dictionary

The **set of benefits that a product promises to deliver.**

- Philip Kotler and Kevin Lane Keller

### KEY QUESTION : WHAT IS THE PROBLEM YOU ARE SOLVING



Inspires People to be Athletes



Gives People  
a Premium Coffee Experience



Helps People  
Build Successful Brands

Market Analysis Studio

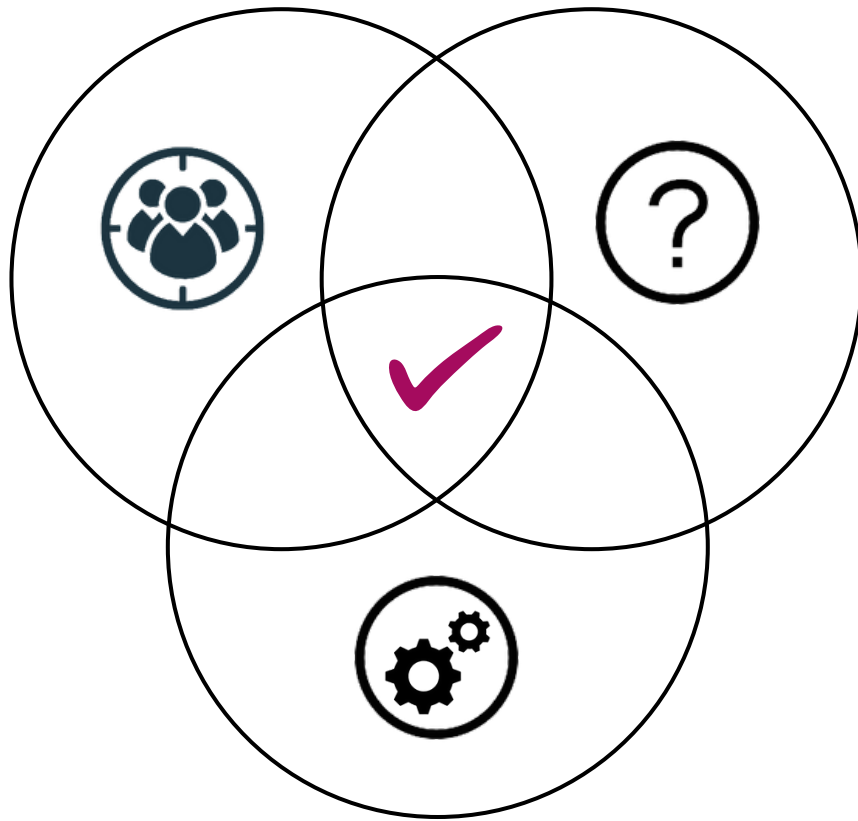
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# Market POSITIONING

Step 1

## DEFINE CORE VALUE PROPOSITION



 [WHO] +  [WHAT] +  [HOW]

# Market POSITIONING

Step 1

## DEFINE CORE VALUE PROPOSITION [WHO + WHAT + HOW]



Nike inspires **people** (of all ages and experience levels) **to be athletes by consistently delivering high quality products** (materials, craftsmanship, innovation, and design).



Starbucks **gives people** (primarily middle-to-upper class adults) **a premium coffee experience** (quality, consistency, innovation) **by building communities** (staff, customers, and locations).



the Launch Box **helps business owners** with limited marketing experience **build successful brands by providing** access to affordable **marketing knowledge, tools, and resources.**



People (of all ages and experience levels)



Be Athletes



High Quality Products



Middle-to-Upper Class Adults



Have a Premium Coffee Experience



Building (Coffee) Communities



Business Owners (with limited marketing experience)



Build Success Brands



Marketing Knowledge, Tools, & Resources

# Market POSITIONING

Step 1

## DEFINE CORE VALUE PROPOSITION

[WHO + WHAT + HOW]



[WHO]



[WHAT]



[HOW]