



MaRS

MaRS Market Intelligence

What we offer

With world-class market research, MaRS Market Intelligence helps startups shape their growth strategies, empowering them to succeed and scale.

Our advantage

Our mission is, and always will be, to serve the startup community. Since Market Intelligence's founding in 2008, our industry-specialized analysts have served thousands of startups.

We support startups at every stage of growth by:

- leveraging data and analytics to tackle strategic challenges;
- providing access to globally recognized research and reports; and
- applying new market knowledge and tools.



Research reports service

Market Intelligence's industry-specialized analysts conduct research on behalf of startups, providing a set of data-rich industry reports.

This service:

- fosters business growth and investor confidence; and
- helps early-stage startups make more informed strategic decisions.

Startups may apply report insights to initiatives in:

- market-sizing;
- pitching;
- trends analysis;
- industry landscape overviews;
- market projections;
- general industry education.

Please note: database offerings may change from one fiscal year to the next. For the most up-to-date list of offerings, please visit our website: marsdd.com/market-intelligence/

Average market value of reports provided per request:

\$32,000



Process

Startups submit their research questions and requests for relevant reports from the library of proprietary databases. Market Intelligence completes and returns the reports to the startups within 10 business days.

Sample research databases

- BCC Research
- Business Insider Intelligence
- Bloomberg New Energy Finance (BNEF)
- Bloomberg Terminal
- Datamonitor Healthcare
- eMarketer Inc.
- Euromonitor International
- Frost & Sullivan
- Gartner
- GlobalData
- IBISWorld
- IDC
- Lux Research
- MarketsandMarkets
- Ovum
- PitchBook



Advanced services

To address more complex problems for later-stage startups, Market Intelligence provides a suite of consultative-based offerings.

Valuation data services:

- apply deal flow data to estimate business value and confidently deliver investment pitches; and
- build knowledge on key sector trends and investors to inform financing strategy.

Brand insight services:

- uncover points of differentiation;
- verify value proposition against competitors; and
- validate overall brand strategy to better engage target audiences.

Customer insight services:

- validate key hypotheses about target customer segments;
- ensure products and strategies are customer-centric; and
- apply innovative research techniques that minimize bias and uncover genuine customer sentiments and behaviours.

Market opportunity assessment services:

- drive more informed market expansion strategies by comparing challenges and opportunities across geographies, industries and customer segments; and
- prioritize market attributes that most directly contribute to success in prospective markets.



88

Net Promoter Score
Advanced Services (FY18)

Interested in our offerings?

Contact Mei Burgin,
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