



# TecFutures

## Advisory On Demand

Flexible Expertise at your Fingertips

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IoT Market Opportunity Assessment Program



# **TecFutures Advisory On Demand** Market Opportunity Assessment Program – Strategic assessment of growth opportunities in new and adjacent markets.

Identifying, researching and prioritising new market opportunities to  
enable strategic decision making

## **COLLABORATIVE ENGAGEMENT**

**TecFutures** works collaboratively with you to provide a deep and actionable understanding of new market opportunities based on a program of expert research and analysis.

We build a program of work so you can make the right market entry choices.

## **DRIVE STRATEGIC EXPANSION**

We work with you to identify the right market opportunities and measures of success.

We build expert interview, survey and desk based research to develop deep insight and provide clear analysis of strategic choices.










# ACCELERATE YOUR MARKET GROWTH JOURNEY WITH **TECFUTURES** **ADVISORY ON DEMAND**

## How **TecFutures Advisory On Demand** works

-  In depth Discovery and Planning session.
-  Development of an Engagement Plan geared around delivering a series of in-depth market assessments

## A MONTHLY WORK PROGRAM TO SUPPORT MARKET EXPANSION DECISION MAKING:

-  Identify agreed vertical or geographic markets that offer growth opportunities
-  Month by month new research and analysis to characterize and quantify the market opportunities
-  Understand customer requirements and how they vary by market
-  Build awareness of competitor activity
-  Develop sales and marketing strategies to support successful entry



# ACCELERATE YOUR MARKET GROWTH JOURNEY WITH **TECFUTURES** **ADVISORY ON DEMAND**

**TecFutures Flexible engagement model:** Exact content and components are always built around your specific objectives and requirements.

## COMMERCIAL OUTLINE



Monthly Fee: From GBP2950\*



Invoicing monthly or quarterly



Cancel with just 1 month or 1 quarter notice



Annual Discount Available



See our full Terms and Conditions

\*Plus any applicable taxes





1

Reach out to **TecFutures** to discuss your specific requirements

2

We provide a tailored commercial package to include the elements that best meet your objectives.

Contact TecFutures  
[marketing@tecfutures.com](mailto:marketing@tecfutures.com)

**TECFUTURES ADVISORY ON DEMAND**  
FIND OUT MORE





WWW.TECFUTURES.COM

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CUSTOM RESEARCH ANALYSIS ADVISORY