

Market Research Approaches & Resources

BUS 791: Opportunity Identification & Assessment



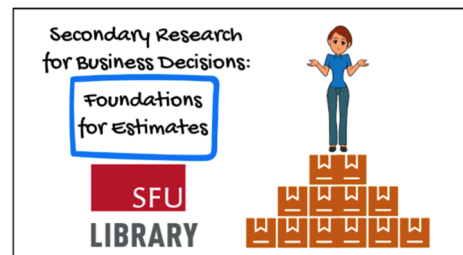
A few words of experience...

1. Perfect information is rare, generally expensive, and very likely (+ paradoxically) *imperfect*!

- Read this article for a worst-case scenario: <https://bit.ly/scam-research>

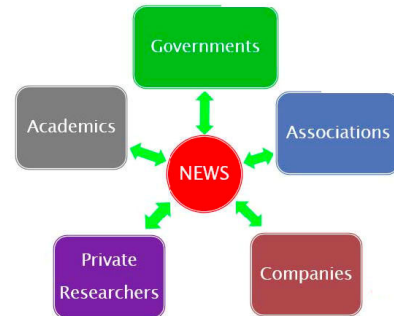
2. Market research usually involves seeking information you can use to *estimate* what you really want to know.

- Watch this short video to learn about shifting your expectations when conducting secondary research: <https://bit.ly/2nd-research>



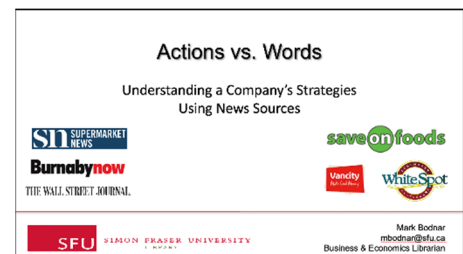
3. It's often efficient to ask "Who would have an interest in collecting & publishing this data?" before you start searching randomly.

- Read this series of blog posts to see the "Likely Publishers" approach in action: <https://bit.ly/Trampoline-marketing>



4. Market research lives on the edge – watching, adjusting to, and capitalizing on trends & surprises. Regular use of *news* sources is imperative!

- Watch this video to learn about using SFU's news databases to research company strategies & industry developments: <https://bit.ly/newsforbusiness>



5. Asking for help with a market research question is not a *retail* interaction — it's a *consultation*. You may not find what you initially wanted, but you might get alternative resources, a new perspective on the problem, different search strategies... and more words of experience!

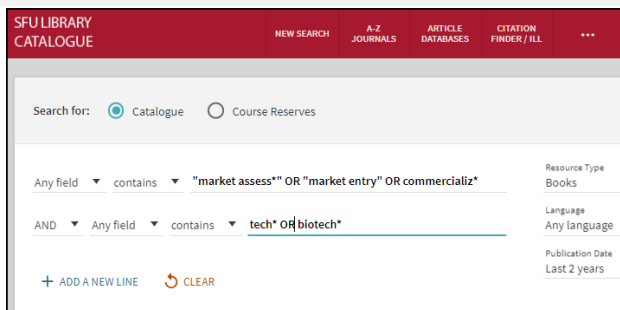
Research Resources

1. Starting Points

SFU Library – Business – Additional Resources

- <http://bit.ly/sfubuslib-guides>
- Biotechnology Industry Resources
- Market Research
- Industry Surveys
- International Market Research
- Company Information

1. Books & eBooks



+ post: <http://bit.ly/BB-entrepreneur>

- Entrepreneurship for Creative Scientists (2018)
- Biotechnology Entrepreneurship: Leading, Managing and Commercializing Innovative Technologies (2020)
- Medical Device Design: Innovation from Concept to Market (2020)
- MEMS Product Development: From Concept to Commercialization (2021)
- Commercialization of Nanotechnologies—A Case Study Approach (2018)
- Engineering the High Tech Start Up (2018)

3. IBISWorld



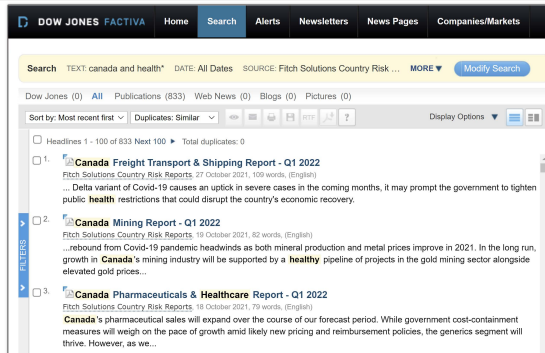
- Industry (not market) reports with strong US/ Canada focus.

4. Frost & Sullivan



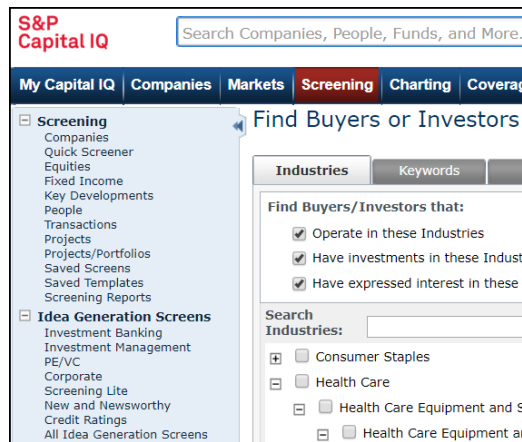
- Market reports on emerging technologies.
- See separate handout for overview of report types.

5. Factiva

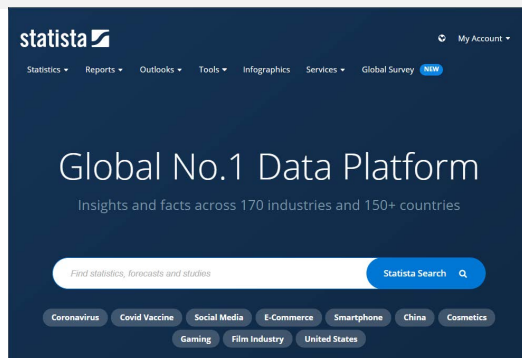


- WSJ + 35,000 other sources (e.g., Fitch Solutions Country Risk Reports)
- Try *Factiva Expert Search* for pre-run searches on common business topics

6. S&P Capital IQ + Refinitiv Eikon



7. Statista



- Fast route to statistics and publications on most marketing topics.
- Don't miss the Publication Search Tool feature for grey literature searches.

8. Other?

Journal articles? VC directory? Vividata?