

Market Research Approaches & Resources

Venture Connection



Key message: *Foundations for estimates + flexible constraints*

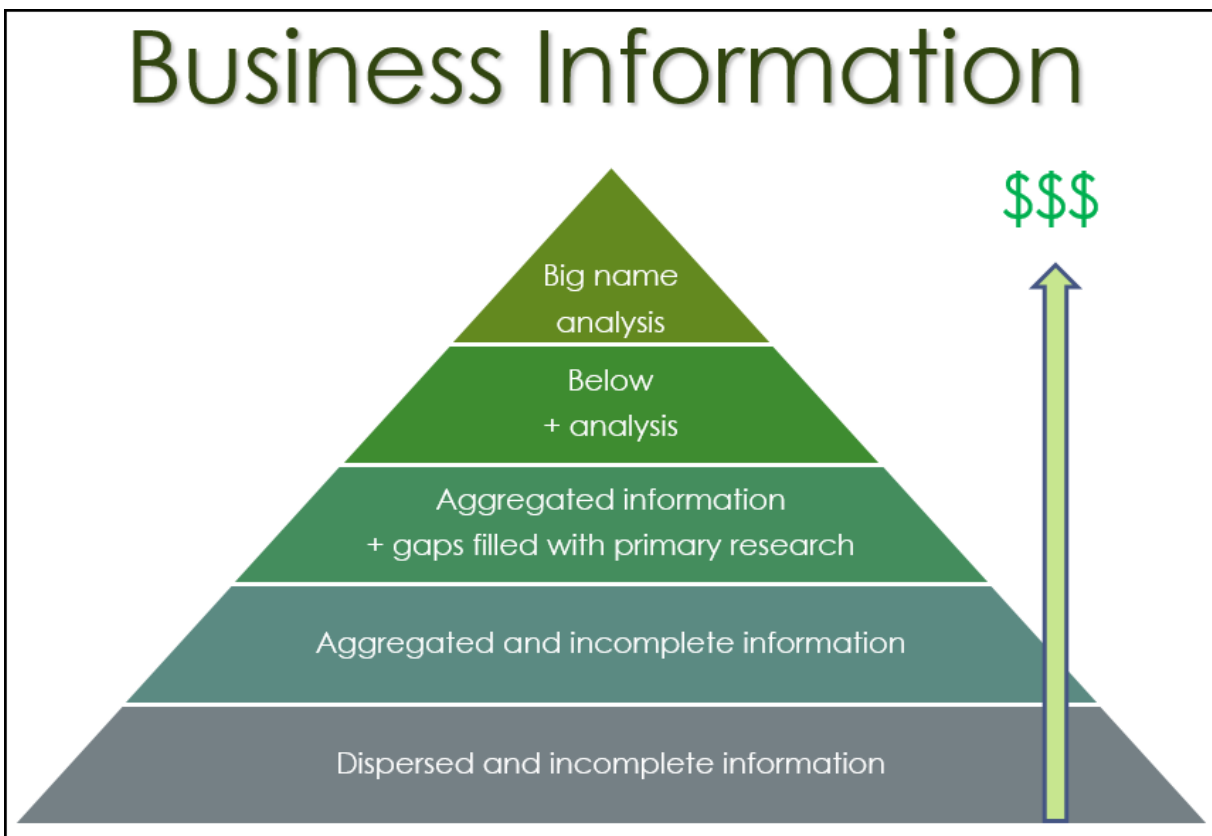
Why do you think the following two market size estimates are so different?

a. Euromonitor International: 128,408,300 units of wearables estimated to be sold worldwide in 2017.

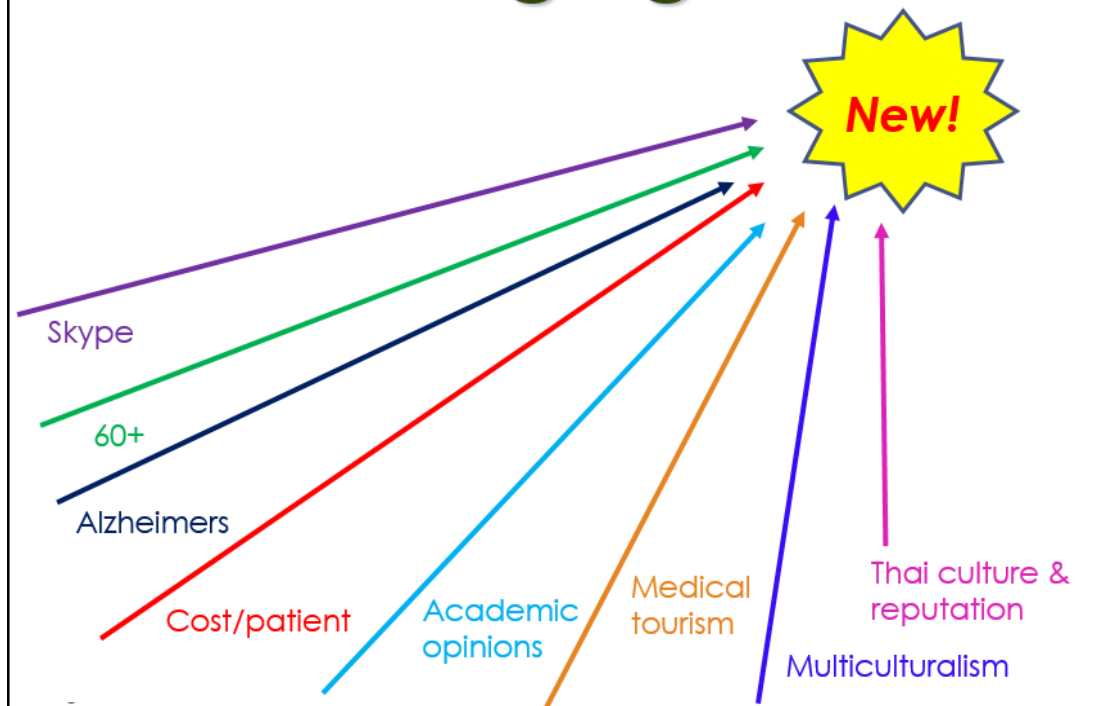
* Retrieved Oct. 5, 2017 from Euromonitor's Passport database at SFU Library

b. "Gartner, Inc. forecasts that 310.4 million wearable devices will be sold worldwide in 2017"

* Press release: Aug. 24, 2017. Online: <http://www.gartner.com/newsroom/id/3790965>

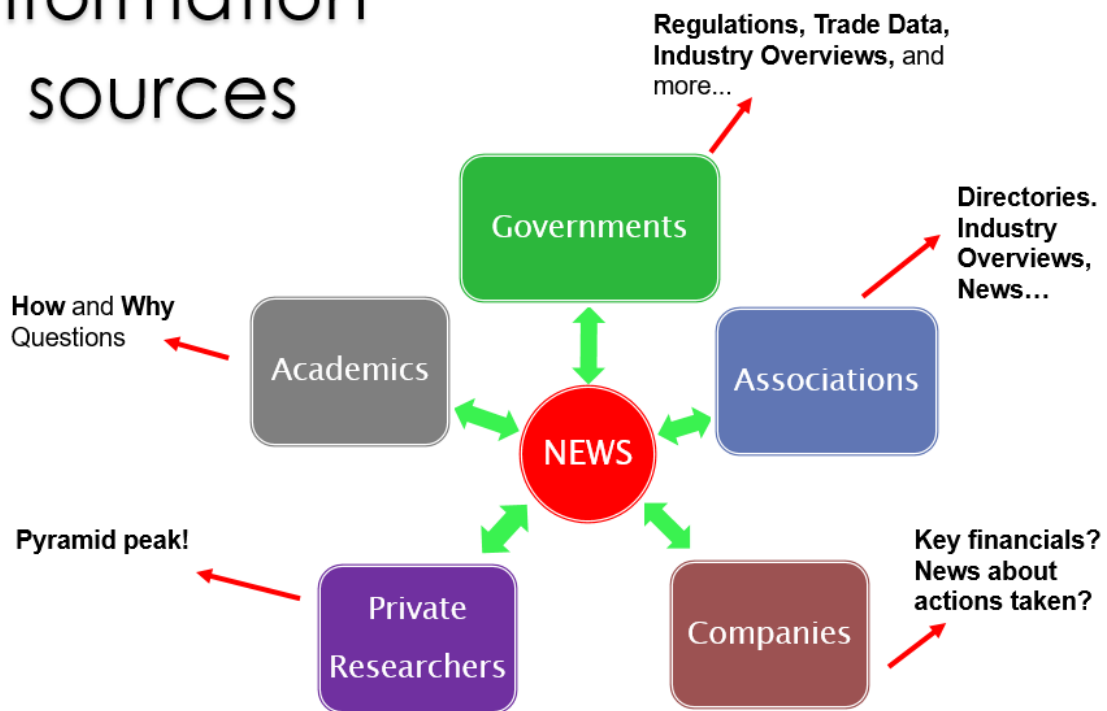


Converging Trends



<http://bit.ly/convergingtrends>

Information sources



Research Resources

1. Starting Points

a. SFU Library – Business – Additional Resources

- www.lib.sfu.ca/help/research-assistance/subject/business/additional

b. Small Business Accelerators (UBC)

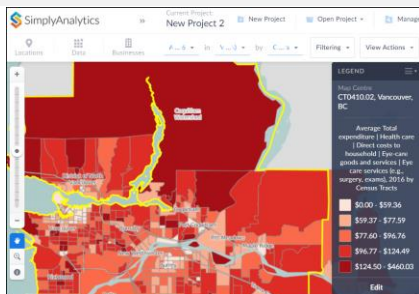
- sba.ubc.ca

c. Public Libraries: Business & Economics Resources

- www.vpl.ca/subject/business-careers & surreylibraries.ca/services/jobs-business

d. Librarians!

2. SimplyAnalytics



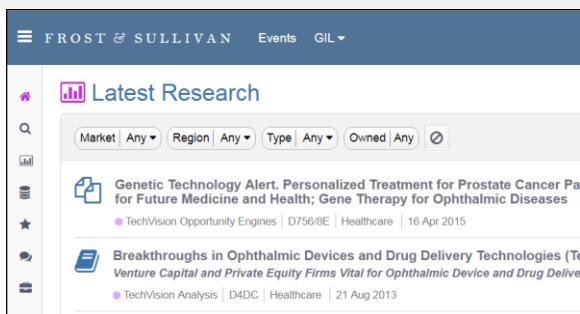
- Available at SFU for guests.
- Map census and spending data, including current estimates and some forecasts, across Canada.
- Map psychographic clusters and business locations.
- Create detailed ring studies and ranked reports for specific locations.

3. IBISWorld



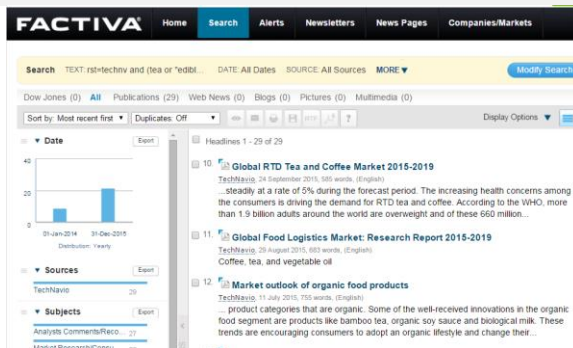
- Industry (not market) reports with strong US/Canada focus.
- Available at SFU for guests.

4. Frost & Sullivan



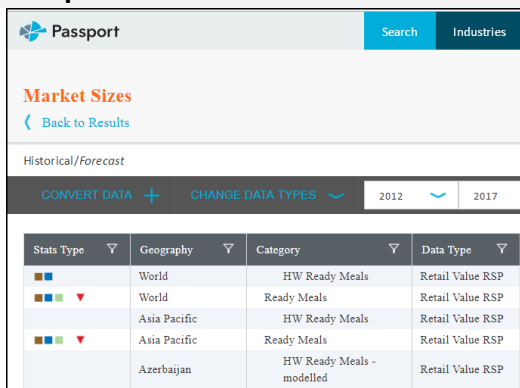
- Market reports on emerging technologies.
- Available at SFU for guests
- Recent change streamlines access to PDF versions of the reports.

5. Factiva



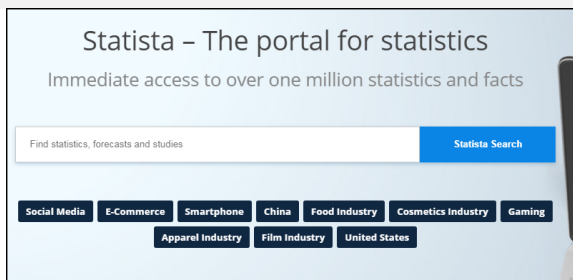
- Available at SFU. Also available as a fee-for-service through VPL's InfoAction service.
- Deep international business **news** content (35,000 sources).
- Explore the Expert Searching function to save time.

6. Passport



- Restricted license at SFU: current students only - no guests or alumni.
- Some Passport reports in Factiva under "Euromonitor Sector Capsules"
- FMCG market reports and data at a national level for 100 countries.

7. Statista



- Fast route to statistics on most marketing topics.
- Designed for repurposing in presentations.
- Can often link out to original sources.

8. Other?

S&P Capital IQ? ebooks? Vividata? Business Plans? Reference Canada