

A to Z Market Entry Canvas

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Please provide the following information for SEGMENT 1. You must complete all fields. If you are unsure and need clarification from us, enter "Help". Hover your mouse above each heading for details.

If you want to add another SEGMENT scroll to the bottom and click NEXT SEGMENT.

1. Market relevance

A	Market segment description	<input type="text"/>
B	Pain Points	<input type="text"/>
C	Pain relievers	<input type="text"/>
D	Points of differentiation	<input type="text"/>
E	Market penetration strategy	<input type="text"/>
F	Market alienation strategy	<input type="text"/>
G	Key decision makers	<input type="text"/>
H	Key activities of decision makers	<input type="text"/>
I	Segment ranking to growth strategy	<input type="text"/>
J	Market size (in AUD\$m)	<input type="text"/>
K	Estimated annual growth rate	<input type="text"/>
L	Risks to estimated growth	<input type="text"/>
M	Product features	<input type="text"/>
N	Ways Your business can leverage the differentiators	<input type="text"/>
O	Lead product price point ranking	<input type="text"/>
P	Lead product price sensitivity	<input type="text"/>
Q	Rivals	<input type="text"/>
R	Known or projected threat	<input type="text"/>
S	Threat level	<input type="text"/>
T	Primary channel to markets	<input type="text"/>
U	Secondary channel to market	<input type="text"/>
V	Reasons for primary channel choice	<input type="text"/>
W	Cumulative Yr1 to Yr3 target market conversion	<input type="text"/>
X	Intellectual property	<input type="text"/>
Y	Estimated valuation	<input type="text"/>
Z	EBIT	<input type="text"/>
Funding		
	Debt funding	<input type="text"/>
	Equity funding	<input type="text"/>
	Total funding by Type	<input type="text"/>
Timing of funding		
	Year 1	<input type="text"/>
	Year 2	<input type="text"/>
	Year 3	<input type="text"/>
	Total funding by Year	<input type="text"/>
	Equity stake offered for Equity funding sought (if applicable)	<input type="text"/>