

M A R K E T M A P P I N G

DON'T
MISS
WHAT'S
OUT
THERE

— WHY MAPPING IS VITAL TO YOUR EXPANSION —

discoveredmarkets
DESIGN · DEVELOP · DISCOVER

MARKET MAPPING

A market mapping is a deep examination of a specific ecosystem (sector, geography, region, etc.). It is an illuminating database of key players and established networks. A map visually collects insights curated for the client's specific needs. It is more than simple data - Discovered Markets will connect you with these key players and facilitate conversations and partnerships.

WHY IS MAPPING VALUABLE IN EMERGING MARKETS?

Mapping helps de-risk decision-making in data-poor environments. Studies have shown that proactive practices such as gathering data & intelligence via mapping has led to better understanding/decision making for PE firms & those entering new markets.

WHEN IS THE BEST TIME TO MAP?

The sooner the better. If you know you want to expand your reach, but don't know where to or when, you should see what opportunities are available to you before making a wrong business decision or losing an opportunity to an organization that was more proactive.

HOW DOES THIS FIT INTO MY CURRENT PARTNERSHIP DEVELOPMENT STRATEGY NOW?

Having a mapping service ensures that your pipeline is consistently filled with options/opportunities. This handles the first step to any new business development campaign you wish to initiate.

"The authors find that private equity and venture capital funds that employ a proactive origination strategy have consistently higher returns, driven by both greater quantity and higher relevance of incoming investment opportunities."

- THE JOURNAL OF PRIVATE EQUITY

HOW DOES THIS ACTUALLY MAKE US MONEY?

Mapping helps you spend less time and money on making wrong or unwise decisions. We show quality results. And if not, you get your money back. It's a low risk, high reward decision. Market Mapping shows the gaps within markets and informs the most profitable decision making.

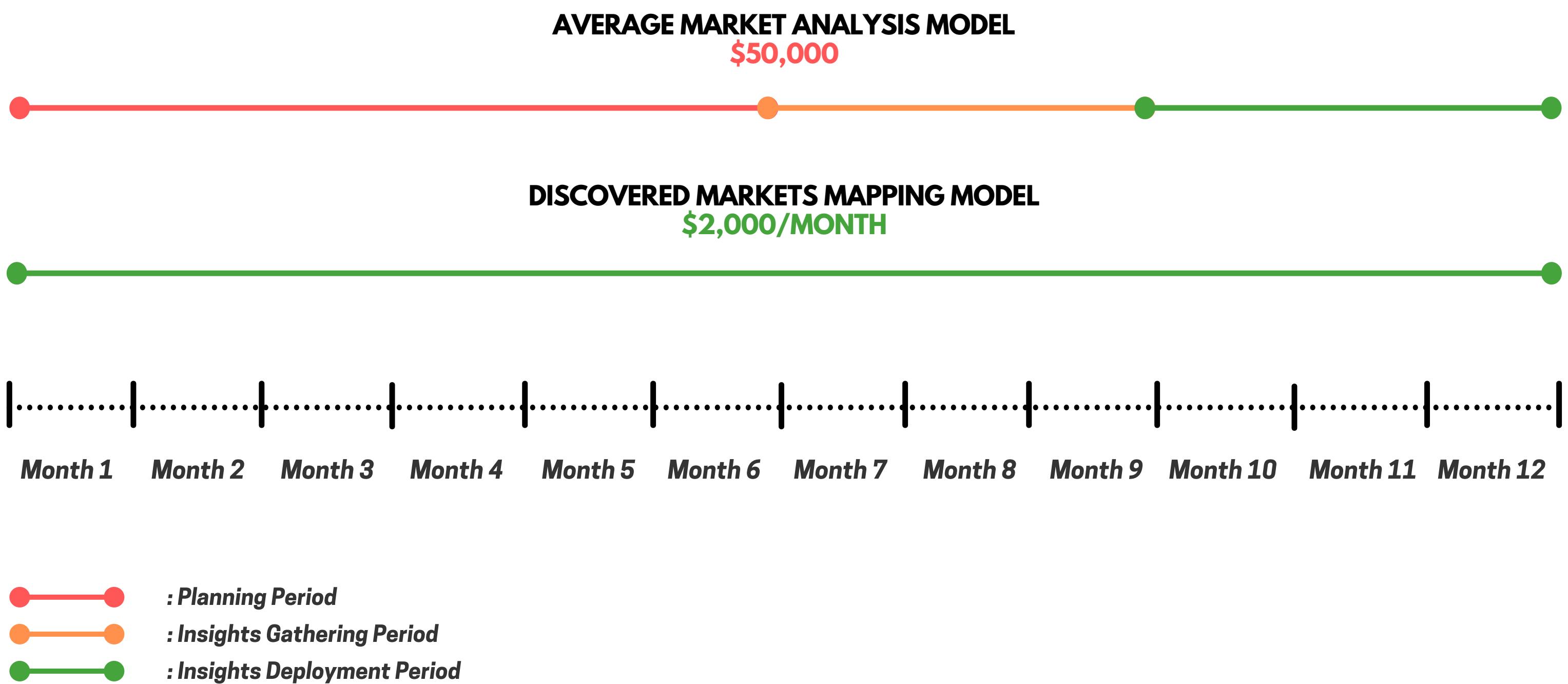
WHY WOULD I PAY YOU TO DO IT WHEN I COULD MYSELF?

Partnerships take time to develop. Our mapping is quick, flexible, and accommodating to your ever changing needs, unlike the average one-and-done market analysis. It's more than just mapping. It's also your network to key players you should meet. When you've exhausted your own network, you might not have time to invest in forming those vital relationships. When that time comes, we can provide new opportunities that you wouldn't have the capacity to find otherwise.

HOW MUCH DOES IT COST?

\$2000 a month, refunded if not satisfied. This includes a boutique mapping report, 50 Entities added per month, and continuous updates and access to live data right away.

SAVE TIME & ELIMINATE RISK



As the model above shows, not only is a mapping model more cost-efficient, but it is also more time-efficient. Though primary and secondary research, including interviews with key experts in targeted markets, we develop highly visual qualitative and quantitative mappings of markets. We create partnerships and vet resources so that you don't have to spend the time or money doing so.

HOW DOES IT WORK?

After determining your mapping needs, our data team starts building your mapping report.

STEP 01

Guaranteed 50 vetted entities visualized and entered into excel per month.

STEP 02

Hard data is recorded in excel for your convenience. Mapping visualization is updated daily allowing you to access intelligence from Day 1.

STEP 03

\$2,000 per month (first month refundable if deliverable not guaranteed).

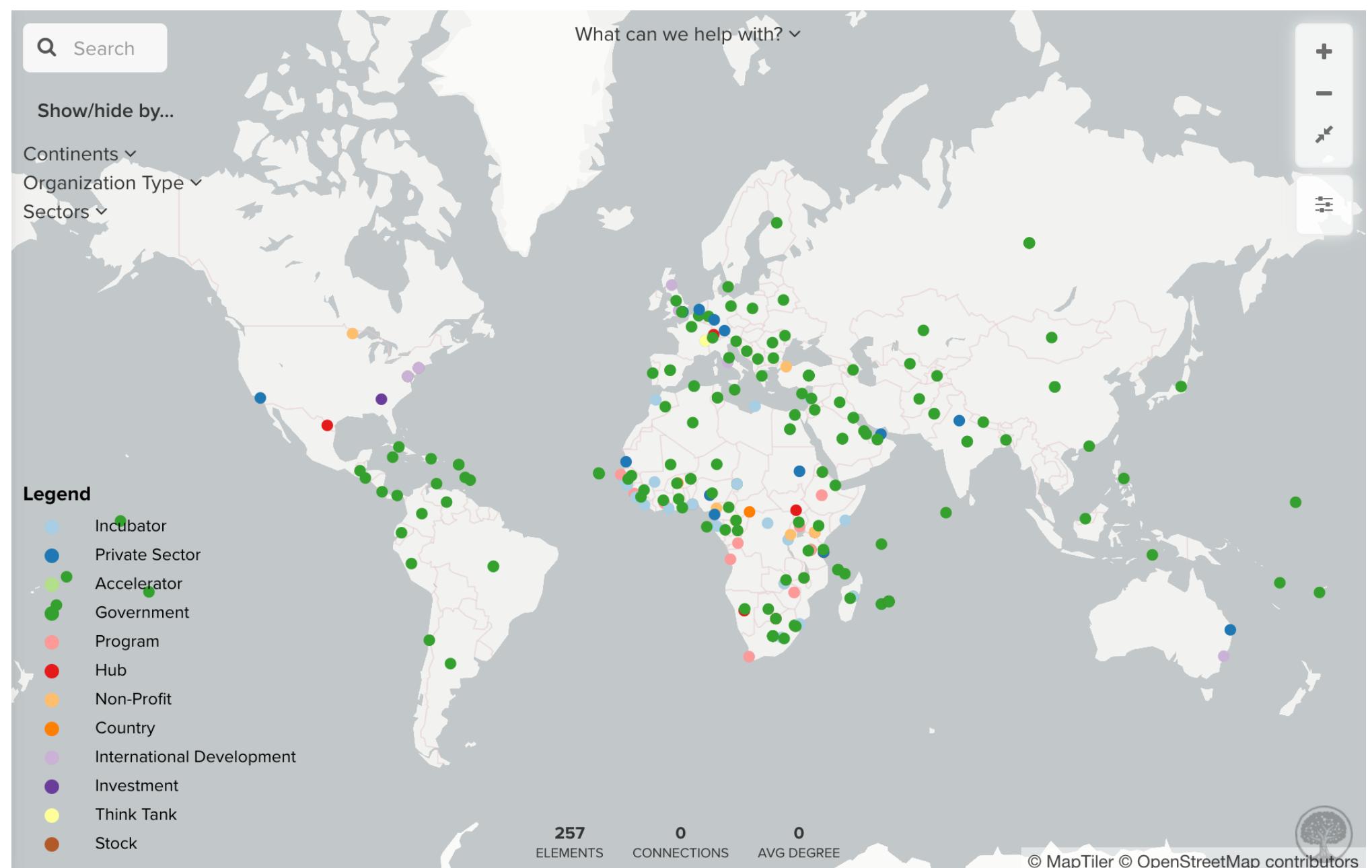
STEP 04

We allow flexibility to adjust your mapping needs in real time.

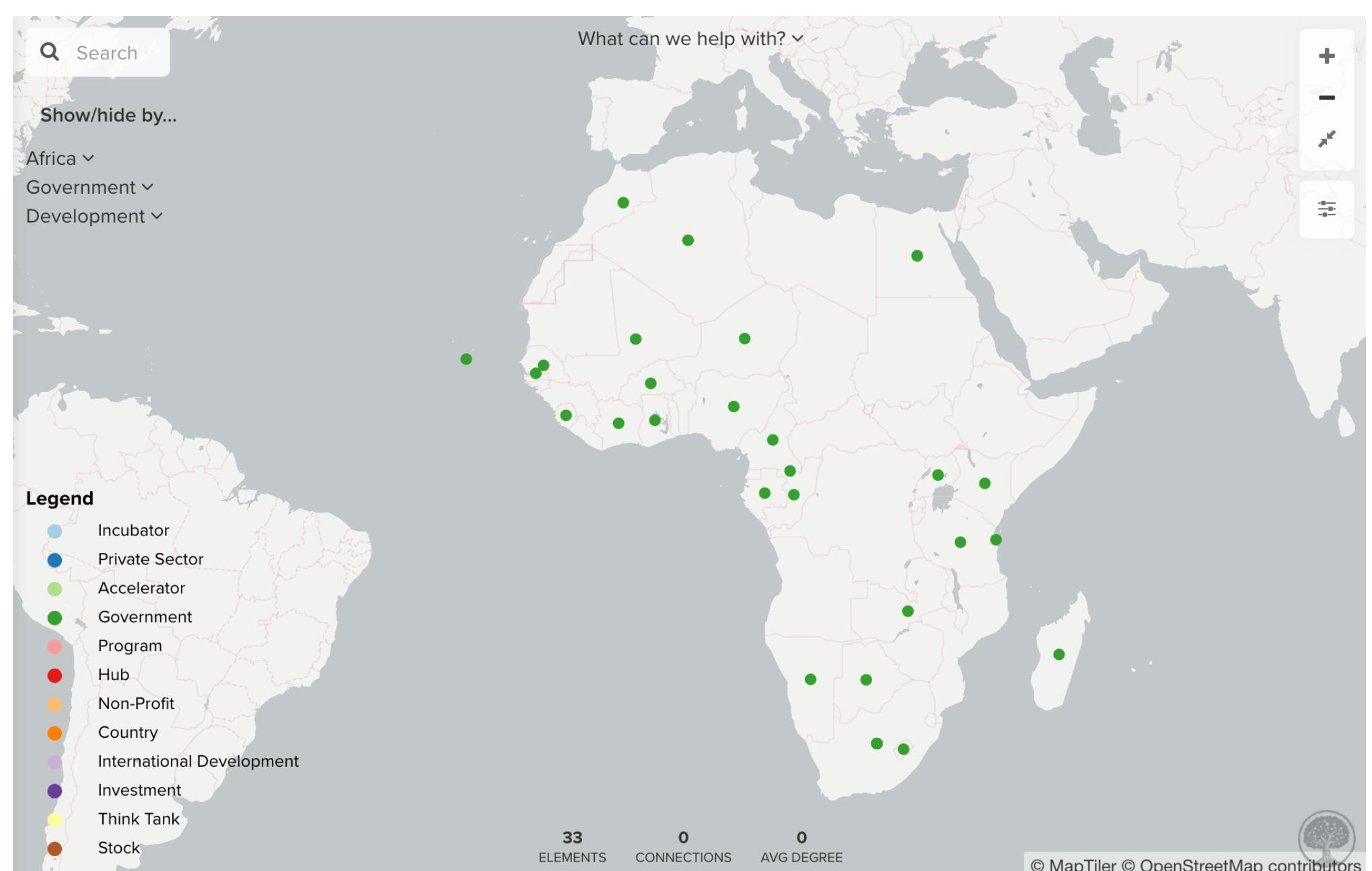
STEP 05

FOR SAMPLE OF WHAT MAPPING WILL EXACTLY LOOK LIKE SEE BELOW:
[HTTPS://WWW.DISCOVEREDMARKETS.COM/MARKET-MAPPING](https://www.discoveredmarkets.com/market-mapping)

START BROAD



AND NARROW DOWN BY SEGMENT



TO DISCOVER NEW OPPORTUNITIES

Nigerian Investment Promotion Commission (NIPC)

GOVERNMENT

ADDRESS

Nigeria

CONTINENT

Africa

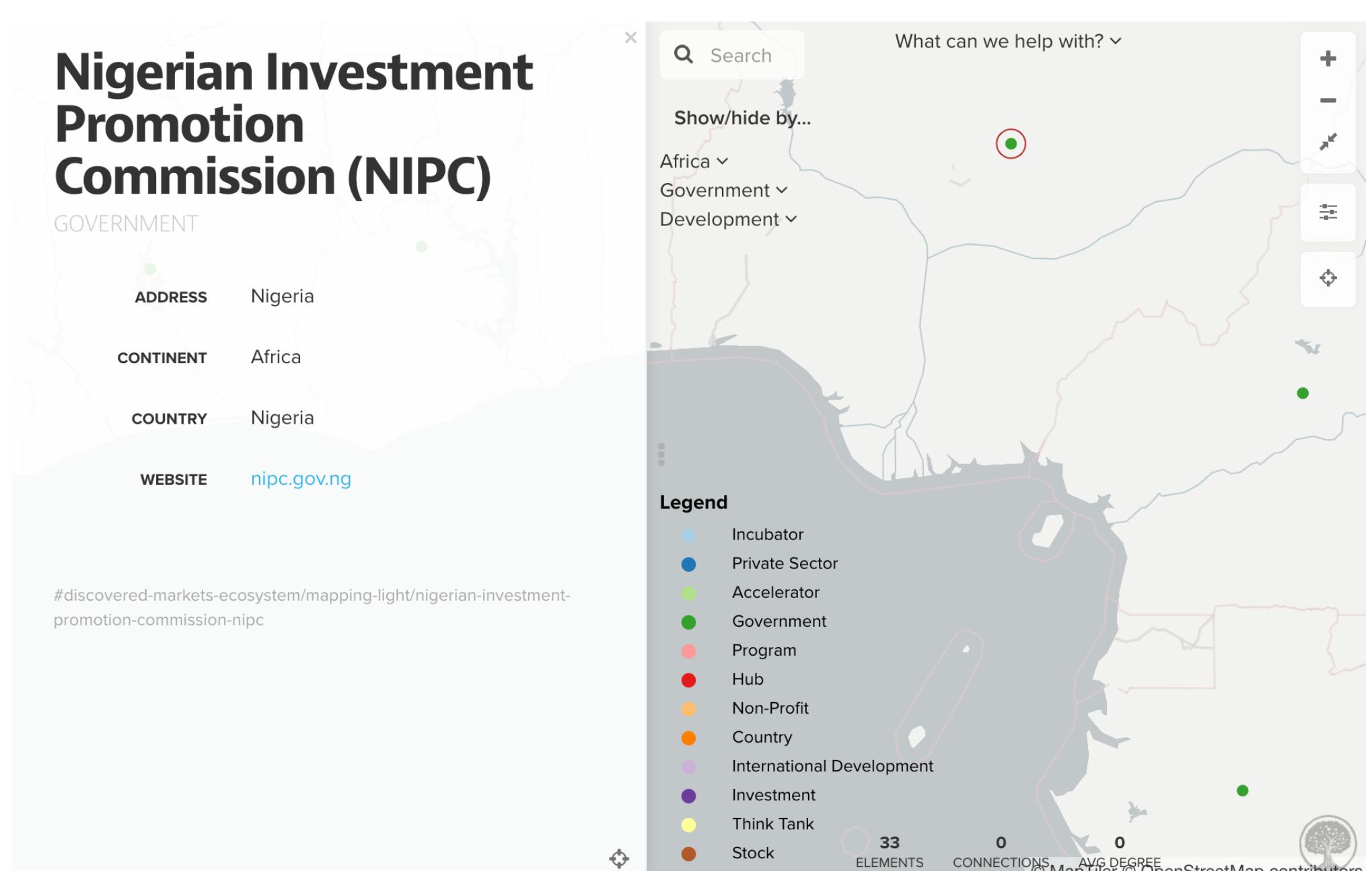
COUNTRY

Nigeria

WEBSITE

nipc.gov.ng

#discovered-markets-ecosystem/mapping-light/nigerian-investment-promotion-commission-nipc



Case Study

More case studies can be found [here](#).

The Challenge

Global Good wanted to launch a new solar-powered pay-as-you-go irrigation product. They needed help figuring out what the “best” market and partner to test a new solar-powered pay-as-you-go irrigation business model would be. Lacking knowledge on where/how to start, Global Good reached out to Discovered Markets.

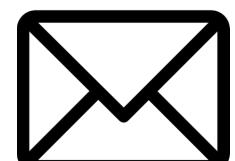
The Solution

Discovered Markets identified organizations across 6 countries. In order to build a market mapping, we:

- Developed a 53-point country-level evaluation matrix
- Setup a 10 member expert panel
- Distilled insights from 100 pieces of existing research
- Assessed 60 potential partner organizations
- Created a heat map identifying the "best" markets to target to achieve the fund's objectives

What is my next step?

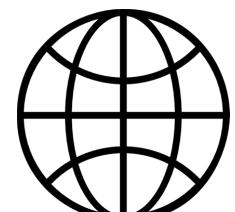
Reach out via:



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