

Accelerated Excellence Program

Market segmentation

Market segmentation

Name of venture														
Problem being solved														
Date of exercise:														
		Segment need for the product					Segment attractiveness					Overall score [1]		
Segment number	Segment name & brief description	How painful is the problem [2]	How bad is the current solution [3]	How good will they feel about your solution [4]	Need score [5]	Weighted need score [6]	Accessible (able to reach) [7]	Ability / propensity to pay [8]	Market size [9]	Attractiveness score [10]	Weighted attractiveness [11]	Total N + A score (attractive + demand) [12]	Total weighted N + weighted A score [13]	Total N + A score weighted [14]
Scoring guide		5 - most painful	5 - very bad	5 - very good	5 - high need		5 very easy to reach	5 - high ability to pay	5 - very large	5 - highly attractive		5 - most favourable		
1						-					-	-	-	-
2						-					-	-	-	-
3						-					-	-	-	-
4						-					-	-	-	-
5						-					-	-	-	-
6						-					-	-	-	-
7						-					-	-	-	-
8						-					-	-	-	-
9						-					-	-	-	-
10						-					-	-	-	-

Weighting	Weighting of criteria (1: most unfavourable; 5: most favourable)	4	3	2	5		3	3	4	3
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Instructions

Fill in your segment names and descriptions

If you wish, you can change the need criteria names to those that fit your requirements.

Score on the basis of 1 to 5 where 1= least favourable and 5 = most favourable

Each column has been given a weighting (see row labelled weighting) - you are able to change this if you believe it makes sense. The calculations will update themselves.

Add in extra rows if you have more segments

On the output graph (below), those segments towards the upper right are likely to be most favourable (high need and high attractiveness)