Market Research

Company Description:
A company focused on developing web-based graphical applications in the cloud that are as robust and respectable as any product running from your computer.

Short Project Name:
Market and User Experience analysis and development

Project Description and Deliverables:
We are offering a team the chance to perform research and analysis of the competitive landscape for current and future products and then develop the necessary strategies and collateral to stay on the bleeding edge of web-based solutions.

Our business team wants driven and creative students to help us become more widely adopted by enterprises and educational institutions, and build a solid foundation for our next products to launch from. As more users work inside our current and future products, the user experience is key to ensure quick adoption and long-term value. Our product is used by some of the largest companies and schools in the world and we are looking for students from BYU to help with the next steps to expand our customer base. Some of the tasks include:
- User experience analysis and development
- Marketing collateral and strategy
- Competitive Analysis and forecasting competitor initiatives Students will work alongside veterans and rookies a in the industry to observe and contribute to the process of building a company groomed for continued growth and a potential acquisition.

Key Deliverables
- Marketing collateral (templates, messaging, design, and campaigns)
- Go to market strategies for products currently under development
- Market research for enterprise and education adoption
- Plan and execute a company-wide ping-pong tournament (or other group activity ;)

Company Description:
We are a rapidly growing, subscription-based, finance and technology company in the health care industry. Our web-based platform allows lenders to seamlessly present payment options to patients at the point of sale (in the doctor’s office). Patients utilize our payment options to pay for elective procedures not covered by insurance in a variety of industries.

Short Project Name:
New Target Market Research, Analysis, & Proposal

Project Description and Deliverables:
The student team members will be an integral part of our 2013 strategy. They will analyze potential market opportunities, compile their research, and prepare an in-depth recommendations report identifying the top new markets that we should pursue.

The student team will take a deep look at potential market opportunities, analyze these markets, and prepare an in-depth recommendations report identifying the top new markets that we should pursue. As we look toward our 2013 strategy, we have our eye on expanding our current offering into potential new markets. The analysis and report prepared by the student team will be a key part of our decision making process as we determine when and where to allocate resources in the coming year. Students will interface weekly with owners and the senior management team, as well as limited interaction with the CEO and President, to compile their project recommendations.

The project will include:
• Establishing market size estimates for different market segments
• Estimating profit margins and price points for new market segments
• Understanding business models and cost limitations in new market segments
• Projecting potential metrics into a financial model to predict future growth in market segments

The internship will require the following skills:
• Ability to quickly learn about and understand the financial products offered in the industry, including loans, payment plans, and promotional credit cards
• Excellent research and analysis skills, including internet and other research methods
• Experience compiling a competitive landscape or analysis
• Understanding of Excel and other software necessary to perform analysis
• Excellent communication skills
• Potential phone skills necessary to obtain information not available online

The internship will help students develop:
• Market research skills
• Financial analysis skills
• Marketing and segmentation skills
• Business modeling and projection skills

We're looking for motivated, enthusiastic, and excited team members looking to make an impact. This project is vital to the success of our company.

Key Deliverables
• Market reports for each potential target segment
  o Market size
  o Potential opportunity
  o Analysis on product fit
  o Competitive analysis
• Final report with recommendations for which target segment(s) to focus on in 2013
Company Description:
A Platform-as-a-Service ("PaaS") that gives you a virtual workplace. It is designed to securely manage content and minimize competitive intelligence losses, facilitate scalable IT costs, improve the efficient exchange of critical business information and facilitate collaboration within and among organizations. Our cloud-based solutions enable entities to control, track, search and exchange sensitive information, all within a secure and easy-to-use environment. We offer cost-effective solutions to manage large amounts of electronic information, accelerate information-intensive business processes, reduce time to market, optimize critical information workflow, meet regulatory and risk management requirements, and collaborate with business counterparties in a secure, auditable and compliant manner. We eliminate the inherent risks and inefficiencies of email, fax, courier services and other existing solutions for information exchange.

Short Project Name:
Establish Global Access through Partnerships for Launch

Project Description and Deliverables:
We will drive an unprecedented change for the life sciences (pharma, biotech, medtech, diagnostics, and medical instruments) area. The reason is that the industry has been slow to adopt change and now has its back to the wall. It must become more efficient, scalable, conscientious of competitive intelligence and reduce costs and we can do that. The key to this industry is conversion. To ensure good conversion rates, we have decided to identify IT providers that service the life science industry and then to approach them with licensing agreements. These providers often have established a relationship of trust with their clients and can ensure better conversion rates. Setting up global partnerships in key markets is also essential to ensure that no potential competitor has the opportunity to enter the market with a follow-on product.

Step One First, the team will perform market research to acquire lists of companies of the following four main sectors: pharma/biotech, medtech, diagnostics and medical instruments. Companies should also be identified in the following markets: North America, Europe, Russia, Japan, Australia, India and Singapore. Some of the larger companies in these sectors will have defined preferred IT providers for each country where they have a presence. In addition to companies, the team will work to identify large trade associations (BIO, EuropaBio, EFPIA, PhRMA, etc) or regional promotional and networking associations (BioValley, BayBio, SwissBiotech, etc) and large news websites (BioSpace, FierceBiotech, Sermo, ResearchGate, etc).

Step Two Contact the top 50 companies in each sector to determine their preferred IT providers. From the results, extract at least 3 for each market region. In Europe, the result may be more fragmented, which might allow for the region to be broken down by country.

Step Three We will work to establish revenue sharing partnerships with the trade, promotional and networking associations. Success with this project will definitely lead to job opportunities.
Key Deliverables
• Top 50 companies in the following sectors: pharma/biotech, medtech
• List of trade, promotional and networking associations in key global markets
• List of news and information websites for pharma/biotech, medtech, diagnostics and medical instruments
• Revenue sharing partnerships
• Licensing agreements with IT providers