

Customer Development,
Market Sizing,
Financial Analysis,
and the
UC B&E Library Resources

Presentation Outline

1. Customer Development
 1. "Beta" customers
 2. Brainstorming & testing

2. Market Sizing
 1. Defining a market niche
 2. Finding "hard" data
 3. Making assumptions

3. Financial Analysis
 1. Why it's important
 2. How to calculate ratios

4. UC B&E Library Resources
 1. Overview
 2. Edgar & Hoover's
 3. Analyst report databases
 4. News reports, books, & journal articles
 5. Market sizing data

Customer Development – “Beta” Customers

- Who initially comes to mind?
 - Initial reaction to product/service
 - Availability
 - Interest (“what’s in it for me?”)
 - Brain dump
- Referrals?
 - Build on initial beta customers’ reactions