

The MaRS logo is a blue circle with the text "MaRS" in white, bold, sans-serif font. The background of the entire slide features a stylized, abstract image of a modern building with glass facades, reflecting light and creating a sense of depth and architectural complexity. A large green circle is positioned in the top right corner, and a large blue circle is in the bottom left corner, framing the central text.

MaRS

MaRS Market Intelligence

Empowering startups with world-class market research and actionable insights to develop successful growth strategies.

Foundational Services

Unparalleled market research delivered at the speed of today's business.

- Research Report Service
- Capital Insights
- LeadGen

Advanced Research Services

Comprehensive engagements that provide tailored strategies to a venture's needs.

- Market Opportunity Assessment
- Competitive Intelligence
- Partnership Analysis
- TAM Analysis
- Primary Research

Foundational Services

Unparalleled market research delivered at the speed of today's business.

Research Report Service

Providing globally-recognized industry reports to inform market research needs.

OUTCOMES

- Expands the understanding of market landscapes, growth and trends.
- Builds credibility for business strategies with world-class qualitative and quantitative research.

Capital Insights

Strengthening a startup's fundraising strategy with the latest investment data.

OUTCOMES

- Deepens understanding of industry and competitor investment history.
- Discovers high potential investors based on investment activity in startup's industry.

LeadGen

Arming startups with curated contact lists to accelerate sales and go-to-market campaigns.

OUTCOMES

- Generate sales with connections to potential customers and partners.
- Improve sales pipeline with verified leads.
- Enables exploration of potential target markets.

Advanced Research Services

Comprehensive engagements that provide tailored strategies to a venture's needs.

Market Opportunity Assessment

Identifying high potential business opportunities using comprehensive market analysis.

OUTCOMES

- Develop strategies to inform geographic and vertical expansion.
- Prioritize market opportunities based on detailed ranking and scorecards.

Competitive Intelligence

Evaluating a startup's key competitors to better define market positioning.

OUTCOMES

- Clearly define value proposition based on a startup's market position.
- Inform product development based on assessing market gaps and needs.

Partnership Analysis

Recommending promising companies to acquire or partner with.

OUTCOMES

- Uncover top acquisition targets or partnership opportunities.
- Accelerate growth and expand market reach.

TAM Analysis

Establishing a startup's Total Addressable Market (TAM) with robust data.

OUTCOMES

- Build market size estimates for pitch decks and go-to-market strategies.
- Understand Total Addressable Market (TAM) to guide Serviceable and Obtainable Markets (SAM, SOM).

Primary Research

Providing insights from current or potential customers to validate business hypotheses.

OUTCOMES

- Develop a deeper understanding of a startup's ideal customer persona.
- Tailor key messaging and product features based on customer sentiments and needs.

Engagement Process

In order to gain access to Market Intelligence services, a venture must be an active client of MaRS or one of our Innovation Partners.

WANT TO LEARN MORE?

Contact us at marketintelligence@marsdd.com