

IGNITE Your Business: Opportunity Horizon Scan

Discover your next big opportunity with this Opportunity Horizon Scan Template, designed for Australian entrepreneurs, small business owners, and ambitious beginners to identify and capitalize on emerging trends. Follow the steps from IGNITE: INSIGHT – Uncovering Market Opportunities (Chapter 6) to future-proof your business. Download IGNITE Your Business: Opportunity Horizon Scan at phillipmatthew.com/resources

* Indicates required question

1. Email *

2. Current Growth Focus *

- Specify your current growth focus based on your Growth Strategy Blueprint (Chapter 5)
- Example: Expand virtual fitness classes/Expand virtual fitness classes for busy professionals in Brisbane.
- What are you working on now?
- Purpose: Anchors the scan to existing strategies, aligning with UYP Formula’s vision-clarity.



3. Emerging Trend *

- Identify one emerging trend relevant to your industry, using tools like Google Trends or IBISWorld
- Example: AI-driven fitness coaching/AI-driven fitness coaching for personalized workouts
- What's shaping the future?
- Purpose: Focuses on forward-looking opportunities, as outlined in Chapter 6.



4. Trend Insights *

- Summarize insights about this trend from research or communities through Google Trends, LinkedIn groups.
- What's driving its growth?
- Example: Google Trends: Rising searches for 'AI fitness coaching Australia/LinkedIn groups: Professionals seek personalized tech solutions.
- Purpose: Encourages evidence-based analysis, reinforcing data-driven decisions.



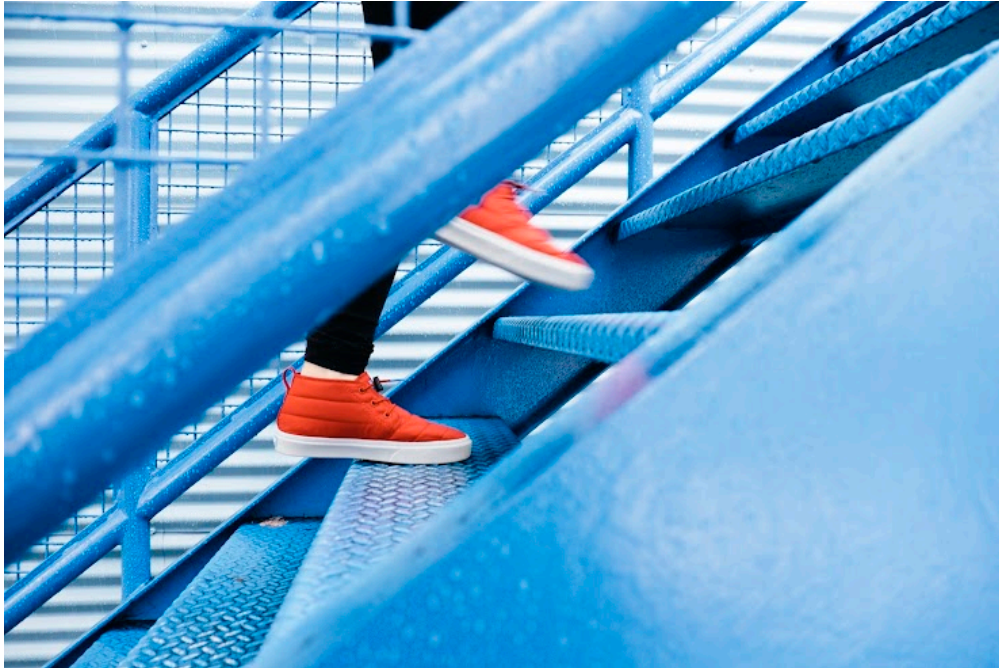
5. Integration Plan *

- List 2–3 ways to integrate this trend into your business.
- Example: Partner with AI developer/Partner with a local AI developer for app features/Test AI-driven workout plans with existing clients/Market AI features via LinkedIn campaigns.
- How will you capitalize on it?
- Purpose: Promotes actionable planning, aligned with the Law of Action.



6. Next Steps *

- Define 2–3 actionable next steps to pursue this opportunity.
- Example: Prototype AI app/Prototype AI app features by Q3 2025/Launch pilot program with 100 users by Q4 2025/Secure partnership with developer by August 2025
- Include timelines where possible.
- Purpose: Ensures concrete follow-through, tied to UYP Formula’s strategic execution.



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