IGNITE: Building A Scalable Foundation: Market Insight Scanner

Introduction:

Uncover market opportunities with the Market Insight Scanner, inspired by IGNITE: Building a Scalable Foundation. Identify customer needs, analyse competitors, and track trends to drive scalability. Download at https://phillipmatthew.com/ignite/resources/ and track in Google Docs, Sheets, or paper.

Instructions:

- Complete Fields: Fill each section to capture customer needs, competitor strategies, and market trends. Review monthly.
- Track Progress: Use Google Forms, Sheets, Docs, Notion, or paper (see User Guide at https://phillipmatthew.com/ignite/resources.
- Review with Mentor: Book a call with Phil at https://phillipmatthew.com/book-a-call/ to refine trend strategies.

Customer Need	Competitor Strategy	Market Trend	Review Schedule	Mentor Feedback

Example: Faster delivery, Competitor offers same day via local couriers, Sustainability focus (ABS 2025), Monthly review (1st Tuesday), Book weekly call with Phil.