



## IGNITE Scaling Your Business Smartly – Opportunity Scanner

## Introduction

Identify market gaps with the Opportunity Scanner, inspired by IGNITE: GROWTH – Scaling Your Business Smartly (Chapter 3). Use Google Trends and customer feedback to spot opportunities. Download at <https://phillipmatthew.com/ignite/resources> and track in Google Docs, Sheets, or paper.

## Instructions

- **Complete Fields:** Fill each section to analyse trends and plan actions. Spend 10 minutes weekly scanning markets.
- **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 strategies.

Market/Trend	
Pain Points	
Viability Score (1-5)	
Action Steps	
Mentor Feedback	

Example: Market/Trend: Eco-friendly packaging; Pain Points: High costs; Viability Score: 4; Action Steps: Research sustainable suppliers; Mentor Feedback: Target niche markets.