

## **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 <a href="https://phillipmatthew.com/ignite/resources">https://phillipmatthew.com/ignite/resources</a> 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 <a href="https://phillipmatthew.com/ignite/resources">https://phillipmatthew.com/ignite/resources</a>.
- Review with Mentor: Book a call with Phil at <a href="https://phillipmatthew.com/book-a-call/">https://phillipmatthew.com/book-a-call/</a> 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.