



## User Guide IGNITE: Building A Scalable Foundation: Market Insight Scanner

### Introduction:

This scanner helps Australian entrepreneurs, small business owners, and ambitious beginners uncover market opportunities, per Chapter 4 of IGNITE: Building a Scalable Foundation. Download at <https://phillipmatthew.com/ignite/resources/>

### Steps:

- Review the example below the table to see how to analyse needs, competitors, and trends.
- Fill the table with your customer need, competitor strategy, market trend, and review schedule.
- In the fillable PDF, enter details in each cell and save.
- Track in Google Docs, Sheets, Notion, or paper for independent use.
- Book a call with Phil at <https://phillipmatthew.com/book-a-call/> for mentoring feedback.

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.