



**TecFutures**

# **TecFutures Market Acceleration Framework**

Build Competitive Advantage and Revenue  
Growth for Your Business

**A modular framework for Research-based Consulting designed to build on three strategic and tactical areas for commercial success**

# **MARKET ACCELERATION FRAMEWORK**



## **Market and Product Demand**

Helping to drive growth and match product propositions to changing market needs



## **Competitive Response**

Ensuring effective differentiation and innovative market positioning



## **Growth and Expansion**

Developing the strategic building blocks for growth in new and adjacent markets





The diagram features a central blue circle with the text 'Market Acceleration Framework'. This circle is connected to three surrounding blue rounded rectangular boxes by a dotted white line. The boxes are positioned at the top, right, and bottom of the central circle. Each box contains a title and a list of four bullet points, all in white text. The background is a dark blue gradient with a subtle pattern of light blue dots.

## Market Acceleration Framework

### Market and Product Demand

- Drive growth in specific market segments
- Build product value propositions to match customer needs
- Develop strong product and service design
- Create strong and effective marketing messaging

### Competitive Response

- Build clear market differentiation
- Build product value propositions to match customer needs
- Build hard-to-replicate white space positioning
- Understand your competitive environment
- Create effective marketing messaging to communicate clear competitive differentiation





### Growth and Expansion

- Expand to adjacent markets
- Find new market opportunities
- Tailor strong product and service design to new markets
- Build product drivers to meet customer challenges
- Create strong and effective marketing messaging



**TecFutures Market Acceleration Framework:** robust research-based market analysis to identify and capitalize on current and future customer needs. Define clear opportunities for your business to grow and drive revenue by creating compelling value propositions.






## **MARKET AND PRODUCT DEMAND**

-  Where are the best growth opportunities in your existing market segments?
-  What are the detailed needs and challenges of your customers?
-  Does your product and service design deliver high customer value?
-  Is your marketing messaging driving customer engagement?



In depth analysis of the evolving competitive environment that enables you to optimize your position and grow market share. Identify new white space opportunities, develop strategies to thrive in complex markets and build new strategies with clear differentiation.

## **COMPETITIVE RESPONSE**

-  Have you created high value market differentiation?
-  What are the detailed needs and challenges of your customers?
-  Have you identified white space opportunities?
-  Is your marketing messaging driving customer engagement?
-  Have you developed strategies to optimise your competitive position?



Identify new and adjacent market opportunities that offer growth through a structured analytical framework. Analysis of relative market potential, enabling deep and actionable understanding of what is required to ensure ongoing growth and future success. Build strategic expansion by helping you evaluate and prioritize different opportunities, with tailored market entry strategies.

## **GROWTH AND EXPANSION**



Are there adjacent markets that offer logical expansion opportunities?



Have you considered new markets that offer alternative growth options?



Does your product offering deliver high customer value?



How do the detailed needs and challenges of customers vary in new markets?



Have you developed marketing channels and messages to address new customer groups?





**Contact TecFutures**

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## **TecFutures Market Acceleration Framework**

Enabling your business to take advantage of growth opportunities, providing you with a clear and actionable approach to optimizing market performance.