

## Secondary Market Research Tutorial – Getting To Know Your Industry

### Industry Research Worksheet

A.) Identify your industry and markets.

1. Summarize your **business idea/situation/starting place**.
2. Reflect on the Lean Startup Movement definitions of **Market Types**. Will your business be in an **existing, emerging, cloned** or **resegmented** market? (Module 2)
3. What **industry** are you researching? List the **NAICS code(s)** if applicable. (Module 3)
4. What **geographic** markets are you looking at? List from largest (e.g. Global) to more specific markets (e.g. Canadian, BC, Vancouver, UBC, etc.). (Module 3)

- B.) Plan your industry research.
5. What information do you need to find? List and prioritize the **questions** you have about your industry. (Module 3)
  6. In which **types of sources** do you think you will be most likely to find information on your industry? Identify **who** might collect and publish the information, and **where**. (Module 2)
  7. What **tools** will you use to search for the information? Identify search engines, databases, government sites. (Module 3)

8. Brainstorm **keywords, phrases** and **synonyms** (include alternate spellings) for your search. (Module 4)

9. Prepare an Excel or Google sheet to track your search, e.g. tools, keywords used, sources found. (Optional.)

C.) Conduct your research.

10. Are **industry overviews** available for your industry? List them below. (Module 4)

11. Do the overviews provide **consistent** information? **Triangulate** with other sources such as additional overviews, articles, trade publications, statistics/data. List additional sources below. (Module 4)

12. Do the sources you've found answer all your questions? Note your **remaining** or **additional questions**, and revisit the steps in parts B and C as needed.

D.) Evaluate your information.

13. **Evaluate** the sources you've found. Are they: **authoritative, objective, accurate** and **current**? Who is the intended **audience**? Is the **coverage** comprehensive? (Module 5)

14. **Refine your search** strategy: what questions need to be verified from or supplemented by **additional sources**? Do your questions need to be **reframed** based on what you've already found? (Module 5)



15. **List** sources you've used in your analysis, using a **citation style**, such as APA. Don't forget to add in-text citations as needed (Module 5). Consider using a citation management tool, such as [RefWorks](#), to track and format your citations. (Optional/advanced)