

# Market analysis with AI tools

## METHOD DESCRIPTION

### The purpose of the workshop

This workshop is designed to support RDI project teams in understanding the market dynamics crucial for the successful commercialization of their innovations or Key Exploitable Results (KERs). In this workshop, you will create understanding of the overall market environment relevant for your innovation, including size, growth, segmentation, and trends. Develop strategic insights to position your innovation effectively in the market.



**Workshop duration:**  
3 hours



**Who should be involved?**  
Diverse stakeholders & industry partners (e.g. business development, marketing teams, innovation managers).



**Participants:**  
10-15 (optimum) divided into 3 teams

### Suggestions for preparatory assignments



**Gather Initial Data:** Use AI tools and suggested AI prompts to gather the most recent and relevant data for each section of the canvas. This includes market size, growth rates, key trends, etc.

**Fill in preliminary Canvas:** Populate the Market Analysis canvas with the gathered data. Ensure each section has substantial information to provide a solid foundation for the participants.

**Validate Information:** Cross-check the AI-generated data with multiple sources to ensure accuracy and reliability.



### Recommended workshop setup

Face-to-face workshop or online workshop



### Assets needed

Printed canvas for a face-to-face workshop (size's A0 on the wall and printed A1 & A3 worksheets for teams) OR online canvases (e.g. Miro or Padlet)



### Other hints and tips

See other similar/related tools: [SWOT](#), [Foresight tools \(Pestle\)](#)

## Instructions

### How to prepare for the exercise



Send a calendar invitation to a 3 -hour workshop



Select product(s) /innovations for the workshop. Each team can have their own product or then all teams can work on the same innovation. Results can be shared and compared in the end.



Pre-work on initial data gathering and fill in preliminary canvases. Prepare hand-out material, posters and presentation in Miro or PPT depending on the execution format. (see preparatory assignments)

### How to run the workshop



Divide participants into small groups (4-6 people per group)



Briefly explain each component of the market analysis:

**Market Size and Growth:** estimate the size of the market and its potential for growth

**Market Segmentation:** Identify and define different segments within the market

**Market Trends and Dynamics:** Analyze current trends and dynamics in the market.

Each group reviews and discusses the pre-filled Market Analysis canvas, focusing on the factors relevant to their specific RDI project



Groups use AI prompts to validate the pre-filled information and gather additional data. Encourage critical thinking and discussion within groups to interpret the data.

Groups refine and complete their sections of the canvases based on the additional insights gathered.



Each group presents their Market Analysis and refined findings to the whole workshop.

Allow time for questions and feedback from other participants to discuss and challenge the insights.



Reflect on the experience, challenges and new insights with the full group. Discuss how participants will apply these insights to their future work.