Unitar Online Catalogue

RISE LAB EIL 2025: Phase Two - 1st Webinar Start-up Market Research – Leveraging A.I. Tools and Digital Resources

Prosperity

Deadline: 1 Jul 2025

Type:	Webinar
Location:	Web-based
Date:	23 Sep 2025 to 15 Nov 2025
Duration:	2 Hours
Programme Area:	Other
Website:	http://unitar.org/
Price:	$0.00
Event Focal Point Email:	rise@unitar.org

BACKGROUND

The first Webinar on Start-up Market Research – Leveraging A.I. Tools and Digital Resources has been delivered by the Programme Lead Resource Person, Dr Clare Gately, South East Technological University (SETU), Ireland.

EVENT OBJECTIVES

The event purpose was to equip entrepreneurs and early-stage start-ups with the knowledge and practical skills to conduct effective market research using both traditional and A.I.-driven digital tools. The training helped participants understand their target customers, markets, and competitors, and use these insights to make informed business decisions and strengthen their business models.

LEARNING OBJECTIVES

- Understand the fundamentals and importance of market research in a start-up context.
- Learn how to collect and analyze primary and secondary data.
- Use A.I. and digital tools to accelerate market insights and research accuracy.
- Apply frameworks such as SWOT, PESTEL, and Porter’s Five Forces for industry analysis.
- Identify and segment target markets and customer personas.
- Assess competitors and define a clear differentiation strategy.
- Use research findings to refine the business model and value proposition.

CONTENT AND STRUCTURE

The training is designed as a **practical, modular program** that combines core market-research theory with hands-on use of digital and A.I. tools. It progresses from foundational understanding to applied research and analysis tailored to start-up environments.

Module 1: Introduction to Market Research for Start-ups

- Definition, scope, and importance of market research in entrepreneurship
- Role of market research in business planning and the Business Model Canvas (BMC)
- Understanding customer problems and value creation
- Overview of traditional vs. digital and A.I.-assisted research approaches

Module 2: Types and Methods of Market Research

- Primary and secondary research explained

- Quantitative methods: surveys, tests, content analysis
- Qualitative methods: interviews, focus groups, observation
- Selecting suitable research tools and sampling methods

Module 3: Using A.I. and Digital Tools for Research

- How to define research objectives and formulate effective A.I. prompts
- Overview of digital tools: ChatGPT, Microsoft Copilot, R Discovery, Remesh.ai, Semrush, Brand24, Looti.io
- How to interpret and refine A.I.-generated insights
- Integrating A.I. research into start-up decision-making

Module 4: Industry Analysis

- Identifying trends, patterns, and driving forces in the sector
- Applying frameworks: **PESTEL**, **Porter's Five Forces**, and **SWOT**
- Mapping key drivers for change and market dynamics
- Using open-source databases and global reports (World Bank, WEF, ScopeInsight)

Module 5: Target Market Analysis

- Understanding market size and potential (TAM, SAM, SOM)
- Early adopter and "beachhead" market identification
- Tools for trend discovery (ExplodingTopics, Statista, Gartner reports)
- Evaluating market demand and growth potential

Module 6: Customer Analysis

- Customer segmentation and profiling
- Identifying customer pain points, needs, and behaviors
- Developing customer personas and journey maps
- Tools for customer insight (UserEvaluation, ChattyInsights, Google Trends, Reddit forums)

Module 7: Competitive Landscape Analysis

- Identifying direct and indirect competitors
- Competitor profiling and strategy mapping (Strategic Group Map, Strategy Canvas)
- Differentiation strategy and market positioning
- Tools for competitor intelligence (Semrush, Brandwatch, Crayon, Browse.ai)

Module 8: Application and Integration

- Synthesizing findings from industry, customer, and competitor research
- Translating research into a business plan and go-to-market strategy
- Crafting and refining the **value proposition**
- Best practices for evidence-based decision-making and continuous research

Format and Delivery

- **Duration:** 1–2 days (condensed workshop) or 4–6 modules over multiple sessions
- **Methodology:** Blended learning combining short lectures, live demonstrations, group activities, and guided practice using digital tools
- **Outputs:**
    - Market research plan for each participant’s start-up
    - Completed customer persona and market analysis template
    - AI-assisted insights summary and reflection

METHODOLOGY

Virtual Webinar

TARGETED AUDIENCE

Trainees from Egypt, Iraq and Lebanon.