



RISE LAB EIL 2025; Phase Three – 1st Mentoring Session, Market Research by Dr. Clare Gately

Prosperity

Deadline: 7 Nov 2025

Type:	Webinar
Location:	Web-based
Date:	8 Jan 2026
Duration:	2 Hours
Programme Area:	Other
Website:	http://www.unitar.org/
Price:	\$0.00
Event Focal Point Email:	rise@unitar.org

BACKGROUND

The Market Research component of the programme on Emergency Assistance for Women and Youth in Egypt, Iraq, Lebanon: Promoting Food, Economic Security, and Peace through Entrepreneurship helps participants understand the markets they aim to serve before investing time and resources in a business idea. It builds their ability to identify customer needs, assess demand, analyze competitors, understand local value chains, and test whether a proposed product or service is relevant and feasible. Integrated throughout the programme's three phases, this

component supports evidence-based decision-making so participants can design more relevant, resilient, and market-responsive agribusiness and entrepreneurship solutions.

EVENT OBJECTIVES

This webinar aims to strengthen participants' ability to make informed business decisions by understanding customers, market demand, competition, and the local business environment before launching or expanding a venture.

LEARNING OBJECTIVES

Participants will learn how to define a target market, collect basic market information, identify customer problems and preferences, analyze competitors, estimate demand, and use findings to refine their value proposition and business direction.

CONTENT AND STRUCTURE

Participants move from understanding basic research concepts to applying customer discovery, competitor analysis, local market mapping, and simple validation techniques to their own business ideas.

METHODOLOGY

The methodology for this mentoring session is virtual webinar in which the resource person directly interacts with the participants while giving her presentation to help them better refine their business ideas.

TARGETED AUDIENCE

In this webinar, 34 participants from Egypt, Iraq, and Lebanon, participated.

ADDITIONAL INFORMATION

Delivered by UNITAR's Division for Prosperity, this component supports stronger venture design, better customer alignment, and improved business relevance by helping participants ground their ideas in real market needs, opportunities, and constraints.