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

Prosperity

☐☐☐☐ : 1 Jul 2025

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| ☐☐ : | Webinar |
| ☐☐ : | Web-based |
| ☐☐ : | 23 9☐ 2025 to 15 11☐ 2025 |
| ☐☐ : | 2 Hours |
| ☐☐☐☐ : | Other |
| ☐☐ : | http://unitar.org/ |
| ☐☐ : | US$0.00 |
| ☐☐☐☐ email: | rise@unitar.org |

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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.

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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.

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- 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.

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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

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Virtual Webinar

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Trainees from Egypt, Iraq and Lebanon.