

Financial Wellness Solution Market Opportunity Assessment

The Business Issue

A professional services company wanted to analyze the market for financial wellness solutions and individual tax preparation software in Australia, Argentina, Brazil, Canada, Colombia, Mexico and the UK.

The Solution

10EQS recruited and engaged 40 front-line experts from distinct target groups including former competitors, proxy B2B customers and proxy channel partners. These insights were combined with secondary research to support market sizing, competitive analysis and customer insights.

The Result

The insights helped the client understand the local markets, prioritize them and develop an actionable go-to-market strategy.

Client

Global Professional Services Company

Project Type

Market Assessment & Go-To-Market Strategy

Project Team

1 Senior Collaboration Manager
3 Associate Collaboration Managers
3 Business Analysts
40 Industry Experts
10EQS Delivery Operations

Time Frame

12 weeks