

# Market Knowledge Gap Assessment for [CLIENT NAME]

	Overall Score	Product 1	Product 2	Product 3	Product4
NIHITO Visits/Conversations	13	🟡	🟢	🔴	🟢
Industry Trends	12	🔴	🟡	🟡	🟢
Portfolio Overview	12	🟡	🟢	⬛	🟢
Feature Request Analysis	12	🔴	🟡	🟢	🟡
Market Problems Quantified	12	🟢	🟡	⬛	🟢
Current Market Size and Penetration	12	🟡	🟢	🔴	🟡
Share of Wallet	12	🟡	🟢	⬛	🟢
NPS Analysis	12	🟡	🔴	🟢	🟡
Concept Validation Survey	12	🟡	🟡	🟡	🟡
Win/Loss Quant Analysis	11	🟡	🔴	🟢	🔴
Support Call Analysis (Products, Reasons)	11	🔴	🟡	🔴	🟢
Feature Request System	11	🔴	🟢	🔴	🟡
Product Strategy/Vision	10	🟢	🟡	🟡	
Win/Loss Call Data	10	🔴	🟡	🟢	⬛
Client Advisory Board	10	⬛	🟢	⬛	🟢
Corporate Strategy	9	🟡	🔴	🟡	⬛
Competitive Analysis	8	⬛	🔴	🟡	🔴
Whitespace Analysis – Current Products	8	🟡	⬛	🟡	⬛
Adjacent Growth Opportunity Sizing	8	🔴	🔴	🔴	🔴
CAPdb	8	⬛	🔴	🟡	🔴
SFDC Competitive Intel	8	🟡	⬛	🟡	⬛
Customer Needs Survey	8	🔴	🔴	🔴	🔴
User Groups	8	🔴	🔴	🔴	🔴
Secondary Research	8	🔴	🔴	🔴	🔴
<b>green</b>	🟢	Have info, readily available to all parties, used in decision making, updated throughout the year			
<b>yellow</b>	🟡	Have info, may be dated, available to most parties, updated once a year or so			
<b>red</b>	🔴	Data is somewhere, though inconsistent, no regular process, not available to all parties			
<b>Black</b>	⬛	Anecdotal data, not readily accessible, no process for updating			