



# New Venture Competition: Research Workshop



Where to Start: [Entrepreneurship Research Guide](#)

## Key Databases

Name	Page on Guide	Good For	Tips!
<b>IBISWorld</b>	Research: INDUSTRIES & MARKETS	Overall, "big picture" industry information. Reports cover over 700 established and niche US industries.	Use "Search Within This Report" tool to keyword search for information of interest to you.
<b>Mintel</b>	Research: INDUSTRIES & MARKETS	Evidence of market need. Valuable market research for US retail and consumer industries.	Check out a report's "Consumer" section for demographic and behavioral information.
<b>Mergent Intellect</b>	Research: COMPANIES	Creating a list of companies by industry, location, and/or other criteria.	Start by using the NAICS website (linked on the guide) to find the industry's classification code.

## Key Research Questions

### What is the outlook for my industry?

Growth rate, trends, opportunities, etc.

Source(s):

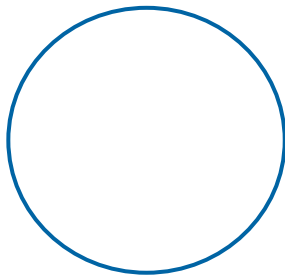
### Who are my competitors?

Direct and indirect

Source(s):

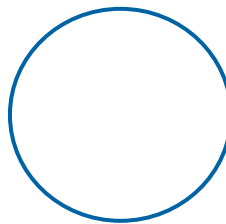
### What is my market size?

Estimate using TAM/SAM/SOM model



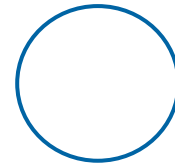
**TAM**

Total Attainable Market



**SAM**

Serviceable Available Market



**SOM**

Serviceable Obtainable Market

Source(s):