



Validating Your Market Size

Mohib Ali

26 November 2025

Enterprising
Futures atLSBU

VALIDATING YOUR MARKET SIZE WITH SBREC BY MOHIB



ANALYZING DATA TO
CONFIRM MARKET
POTENTIAL EFFECTIVELY

INTRODUCTION TO SBREC

WHAT IS SBREC?



Comprehensive Market Research

SBREC offers access to premium databases and industry reports for in-depth market research.

Valuable Consumer Insights

Users gain insights into consumer behavior, demographics, and competitor analysis through SBREC.

Advisory and Strategic Support

SBREC provides advisory services to help apply data for effective business strategies.

Enhanced Decision Making

Entrepreneurs use SBREC resources to make data-driven decisions improving business planning and pitches.

SBREC's Key Services



Research UK & global business insights, market information and statistics



Attend small business workshops, panel discussions, or events



Access advice and support from experienced business advisers



Gain access to our business community and other special offers through our newsletter



Room hire and free flexible workspace



Samuel Wilson's Loan Trust: business loans for young entrepreneurs

Get your business off the ground with our

STEP PROGRAMME



Free support for Londoners with a business idea!

Criteria:

- Not already registered (Companies House or HMRC)
- Hoping to register before March 2026
- With a London borough postal address

Support includes:

- Monthly business advice sessions
- Mastermind groups to share and support with peers
- Signposting to other support and resources

Spaces are limited! Email corinne.mcgee@cityoflondon.gov.uk with an outline of your idea to get started.



Funded by
UK Government

SUPPORTED BY

MAYOR OF LONDON



This programme is funded by the UK government through the UK Shared Prosperity Fund

MARKET RESEARCH ESSENTIALS

 **BeauhurstImpact**

IBISWorld

MOODY'S | **Fame**

 **LDO ONLINE**

 **GlobalData.**

 **COBRA**
COMPLETE BUSINESS REFERENCE ADVISER

 **Exporters
Almanac**

statista 

Business Source Premier

 **GlobalTradeTracker®**

European Newsstream

Developing a Marketing Plan

Business Information Factsheet
BIF044 · December 2023

Contents

- Introduction
- The key elements of a marketing plan
- Step 1 - Defining your market
- Step 2 - Understanding your customers
- Step 3 - Identifying your market niche
- Step 4 - Developing your marketing message
- Step 5 - Defining your marketing medium
- Step 6 - Choosing your route to market
- Step 7 - Setting sales and marketing targets
- Step 8 - Setting your marketing budget and timetable
- Monitoring and reviewing progress
- Related factsheets

Business Continuity Planning

Choosing and Registering an Internet Domain Name

Cyber Essentials Scheme

Legal Requirements for Business Websites

Checklist for Recruiting Staff

Legal Requirements for Selling to Consumers Online

The General Data Protection Regulation

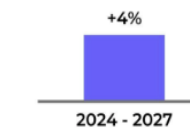
Using Social Media for Marketing

Industry at a glance ↑



Independent music label businesses in 2023, up 1.4% year-on-year.

Digital music forecast growth rate



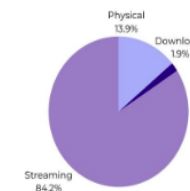
+8.1%

Year-on-year increase in industry revenue in 2023.



Year-on-year increase in musicians working in the UK in 2023.

Music sales by type in 2023



16%

Proportion of grassroots music venues lost in 2023.



Company name		Contact Position	Mailing address line 1	Mailing Postcode	Number of employees Last avail. yr	Primary UK SIC (2007) code	Primary UK SIC (2007) description
MORGAN MAGNESS LIMITED	☰	Director	12 Witley Road	N19 5SQ	2	47722	Retail sale of leather goods in specialis..
CAVALLO LONDON LIMITED	☰	Company Director	Kemp House	EC1V 2NX	2	47910	Retail sale via mail order houses or via ..
GPS (GREAT BRITAIN) LIMITED	☰	Administrator	Units 131-133 Whiteleys S...	W2 4YN	114	47710	Retail sale of clothing in specialised sto..
BALLY UK SALES LIMITED	☰	Director	Salisbury House London ...	EC2M 5PS	19	47721	Retail sale of footwear in specialised st..
POLTRONA FRAU (UK) LIMITED	☰	Director	148-150 St. John Street	EC1V 4UD	14	82990	Other business support service activiti...
SUE RYDER DIRECT LIMITED	☰	Director	Kings House	CO10 2ED	23	47190	Other retail sale in non-specialised sto...
PETIT BATEAU UK LIMITED	☰	Owner	73 Ledbury Road	W11 2AG	33	47710	Retail sale of clothing in specialised sto..
LRG ONLINE LIMITED	☰				61	47910	Retail sale via mail order houses or via ..
VIRGIN STRAUSS WATER UK LTD	☰	Director	79-81 Paul Street	EC2A 4NQ	26	47910	Retail sale via mail order houses or via ..
OFF WHITE OPERATING LONDON LIMITED	☰	Director	211 Old Street The Bower	EC1V 9NR	18	47710	Retail sale of clothing in specialised sto..
WOLVERINE EUROPE RETAIL LIMITED	☰	Director	Kings Place	N1 9AG	18	47721	Retail sale of footwear in specialised st..
TEXTILE REUSE AND INTERNATIONAL DEVELO...	☰	Co Founder	51-53 High Road	N22 6BH	148	47510	Retail sale of textiles in specialised stor..
FISH BROTHERS GROUP LIMITED	☰	Director	114 High Street	E17 7JY	61	47770	Retail sale of watches and jewellery in ...

Company Size & Stage

Company Registration

Location of Operations

Sectors

Science & Philosophies

Potential funders for £90.0k Seed fundraising (equity or loan)

Based on the details you have provided about WF 230424, Beauhurst has found **95 funders** that could potentially fund £90.0k Seed fundraising (equity or loan) including [SyndicateRoom](#) and [Seedrs](#).

Grants & Awards available to WF 230424

Based on the details you have provided about WF 230424, Beauhurst has found **13 grants or awards** WF 230424 may be eligible for including [Angels Den \(Crowd Funding\)](#) and [Ceniarth](#).

Funding type and amount





Types of funding	Equity.
Amount on offer	<i>This fund does not publish its investment range.</i>
Type of transactions funded	Seed, Venture, Growth, Established.
Terms of funding	Not specified, dependent on business.
Exit horizon	Unknown.
Fund status justification	Beauhurst has observed recent investment activity by the fund.
Additional Information	The fund was founded in 1996 and in 2021 launched Index Origin , a fund designed to scale companies from seed to IPO.

Summary

Index Ventures has participated in 688 fundraisings totalling [£23.1b](#) with an average fundraising size of [£34.5m](#). The stake taken by investors in these deals averaged [27.6%](#) at a [£94.2m](#) pre-money valuation.

Contact details <http://indexventures.com/contact-us> 

Location of offices

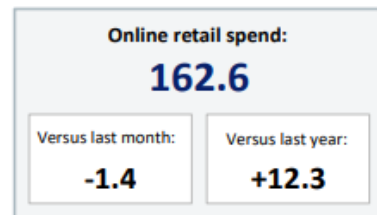
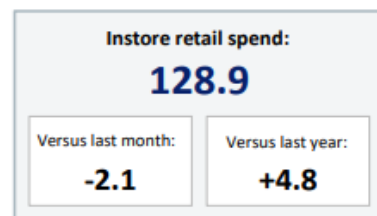
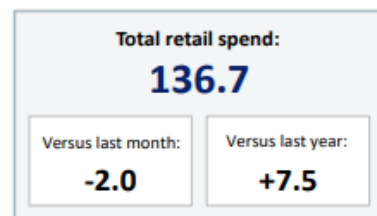
- 5-8 Lower John Street, London  United Kingdom
- Jersey  Jersey
- United States  United States
- Switzerland  Switzerland

UK Retail Trend Tracker: Consumer Spend March 2024

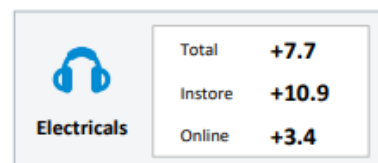
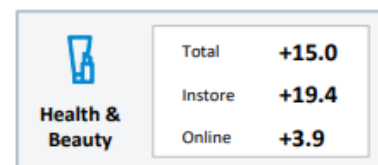
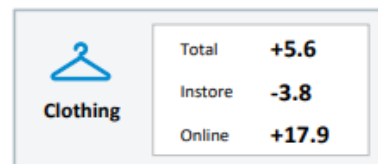
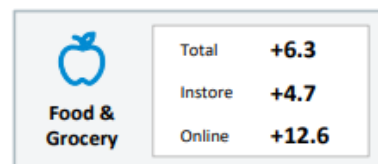


Snapshot of March spend

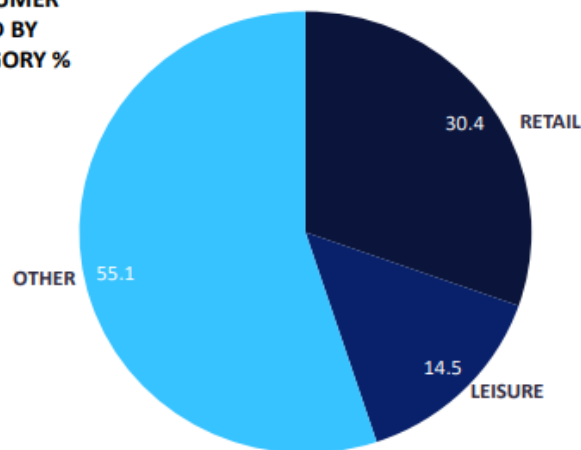
RETAIL SPEND INDEXES



SECTORS OF NOTE



CONSUMER SPEND BY CATEGORY %



RETAIL SPEND IN MARCH

- The total retail spend index increased 7.5 points to 136.7 in March 2024 compared to March 2023. This growth was primarily driven by a 12.3-point rise in the online retail spend index to 162.6. In comparison, the instore retail index saw a smaller increase of 4.8 points. This was driven by sectors such as clothing, which saw its instore index decline month-on-month as poor weather deterred shoppers from venturing to stores and investing in new summer-focused collections.
- The health & beauty index increased by 15.0% compared to March 2023, the best-performing of all categories. However, this was driven by instore sales growth relative to online as consumers made low-cost impulse purchases to treat themselves.

Access to Consumer Data

SBREC offers databases like Global Data and Statista for detailed consumer behavior and market segmentation insights.

Local Demographic Analysis

Tools that provide data on age, income, location, and preferences for local customer understanding.

Creating Customer Personas

Building customer personas helps visualize target audiences and tailor marketing strategies effectively.

Strategic Customer Targeting

Understanding customers enables better business positioning to attract, retain, and grow a loyal audience.



IDENTIFYING YOUR CUSTOMERS



UNDERSTANDING YOUR COMPETITORS

Competitor Analysis Importance

Analyzing competitors helps identify market gaps and differentiate your business effectively.

SBREC Analytical Tools

Tools like FAME provide detailed company profiles including financials and strategies.

Benchmarking and USPs

Benchmark offerings against industry leaders to understand pricing, distribution, and unique selling points.

Competitor Matrix Usage

Visual competitor matrix highlights strengths and weaknesses, guiding strategic decisions and pitches.

SPOTTING MARKET TRENDS

Access to Trend Reports

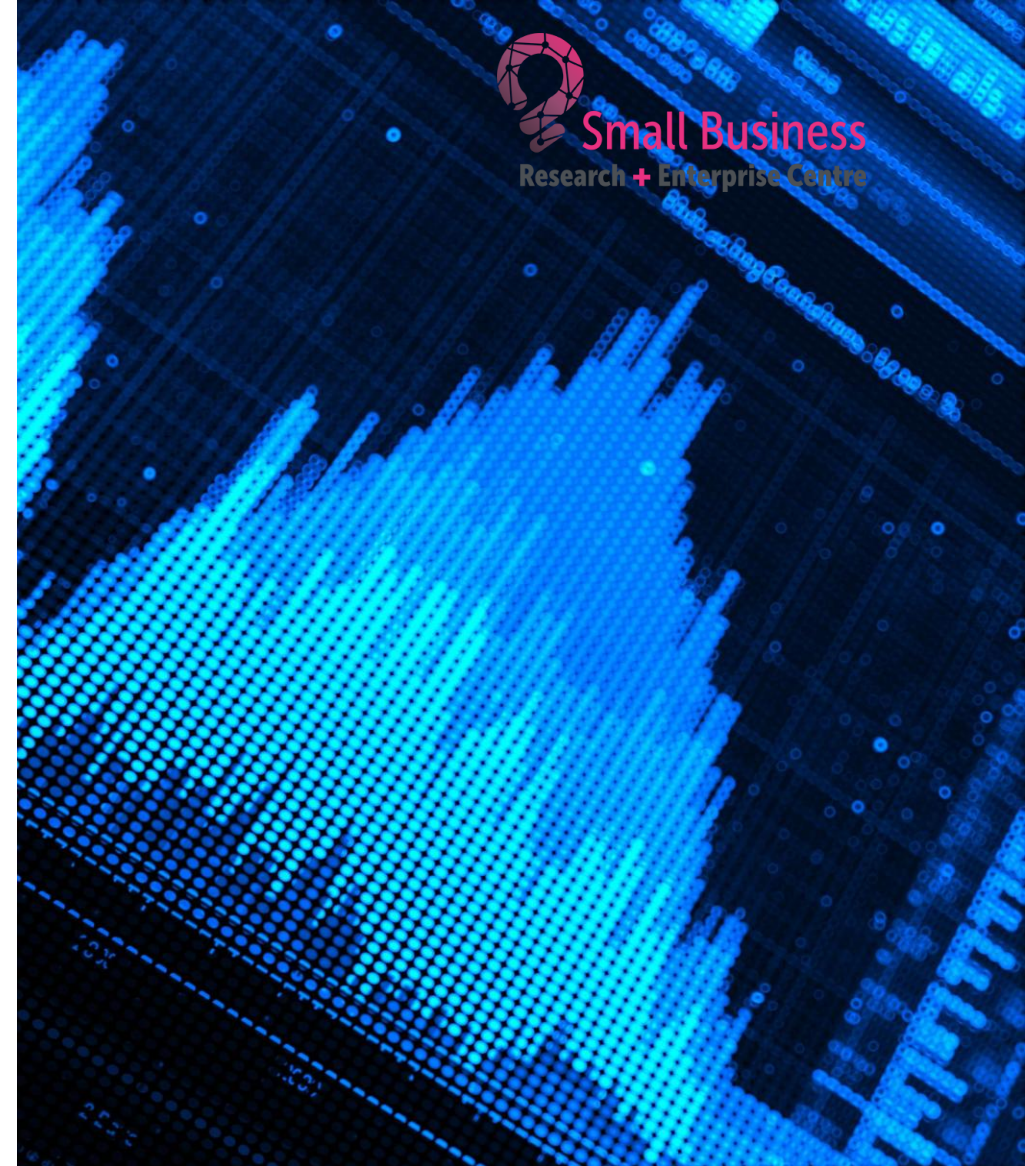
SBREC offers trend reports highlighting emerging technologies and regulatory changes to assist businesses.

Real-Time Consumer Insights

Using tools like Google Trends and social listening provides real-time data on consumer interests and behavior.

Strategic Trend Analysis

Incorporating trend analysis helps businesses identify opportunities and remain relevant in a changing market.



VALIDATING MARKET SIZE



CALCULATING MARKET POTENTIAL

Market Size Metrics

Calculating TAM, SAM, and SOM is essential to validate your target market size accurately.

Data Sources and Resources

SBREC resources provide vital industry revenue data and growth forecasts to support market potential calculations.

Approaches to Market Sizing

Use top-down or bottom-up approaches by analyzing wide industry data or local demographic sales estimates.

Benefits of Accurate Sizing

Accurate market sizing supports realistic goal setting, investor attraction, and effective resource planning.

PLANNING PHASE



PLAN ACCORDINGLY

Gain Data

To validate your Market

SWOT

Starting point for strategic planning

Financials

Forecasting, Budgeting & Cash flows

Business Model Canvas

A strategic management tool

The Business Plan

Comprehensive Road Map for your Business

PLANNING PHASE

Please remember, the planning phase is an ongoing process that may require adjustments along the way. Regularly review and refine your plans as you gain new insights and feedback. With experience and time this will help you to enhance your planning process and increase the likelihood of a successful business launch.



SWOT ANALYSIS

STRENGTHS

- Industry knowledge
- Quality ingredients

WEAKNESS

- Lack of capital
- Lack of reputation

OPPORTUNITIES

- Growing interest
- Demographics

THREATS

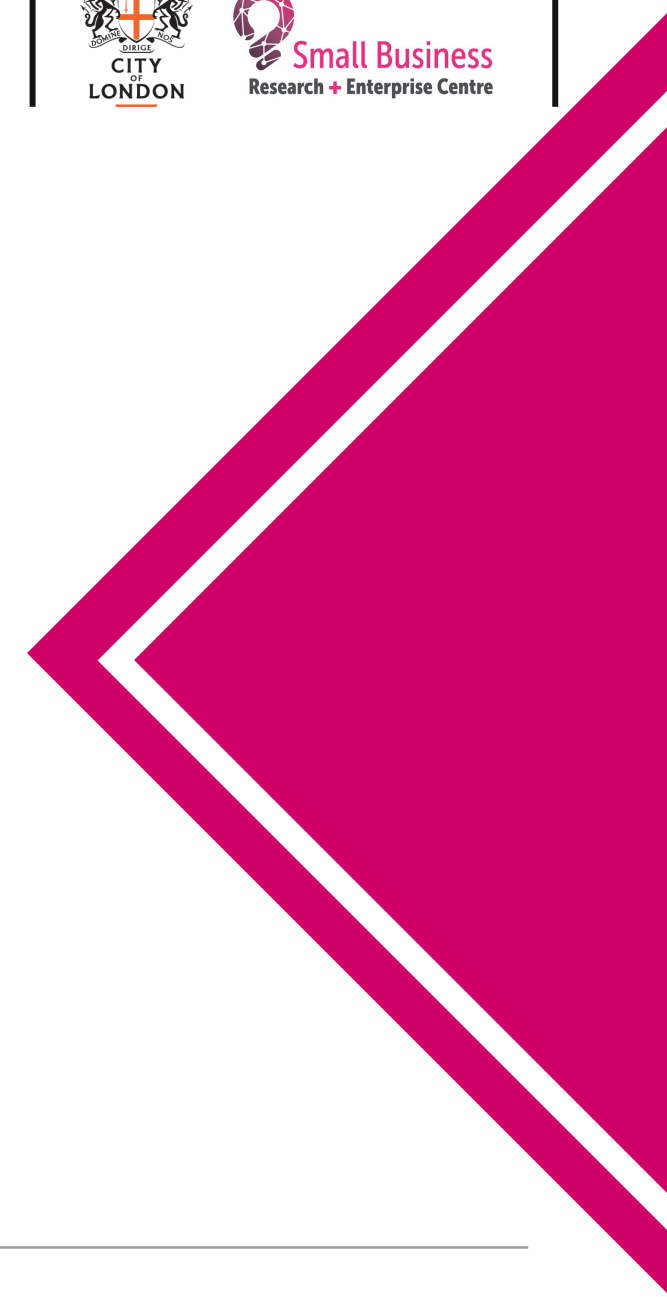
- Rising costs
- Competition

FINANCIALS

Personal Survival Budget



Personal Survival Budget - monthly expenditure	
Mortgage and/or rent	
Council tax	
Utilities (electricity, water, etc)	
Personal and property insurance	
General housekeeping expenses (food, toiletries, cleaning products etc)	
Pet food/care	
Phone and internet	
Car tax and insurance	
Car running expenses (MOT, repairs, recovery membership, fuel, etc)	
Card/loan repayments	
Hire charges	
Regular subscriptions (Netflix, magazines, professional bodies, etc)	
Savings plans & pension contributions	
Contingencies	
Tax	
National Insurance	
Other	
Other	
Other	
Other	
Other	
Total personal expenditure	£0.00
Estimated personal income (after tax)	
Income, eg salary, rental income, etc	
Other income (specify the source)	
Total personal income	£0.00
Total survival income required from the business (after tax)	£0.00



Sales Forecast



Sales Forecast

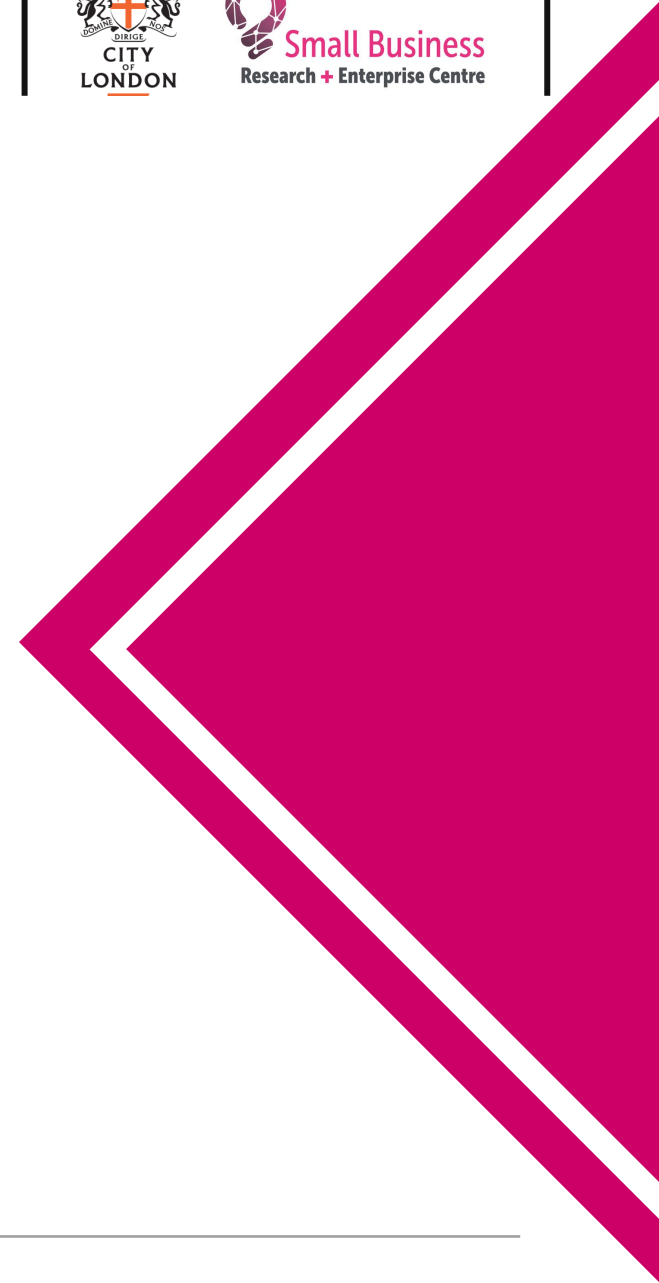
Table 1:		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8
Description	Price								
OTC oils 20ml	£8.99	£44.95	£44.95	£89.90	£89.90	£89.90	£89.90	£134.85	£134.85
OTC oils 100ml	£39.99	£79.98	£79.98	£199.95	£199.95	£399.90	£399.90	£599.85	£599.85
OTC drops 10ml	£5.99	£29.95	£29.95	£59.90	£59.90	£59.90	£59.90	£89.85	£89.85
OTC drops 20ml	£10.99	£21.98	£21.98	£54.95	£54.95	£109.90	£109.90	£164.85	£164.85
Consultation	£59.00	£59.00	£177.00	£177.00	£236.00	£236.00	£236.00	£295.00	£295.00
3-part consultation	£150.00	£0.00	£0.00	£0.00	£150.00	£150.00	£150.00	£150.00	£150.00
Annual subscription	£299.00	£0.00	£0.00	£299.00	£299.00	£299.00	£299.00	£299.00	£299.00
Full package	£375.00	£0.00	£0.00	£0.00	£375.00	£375.00	£750.00	£750.00	£750.00
Total		£235.86	£353.86	£880.70	£1,464.70	£1,719.60	£2,094.60	£2,483.40	£2,483.40

Table 2:		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8
Description	Quantity								
OTC oils 20ml		5	5	10	10	10	10	15	
OTC oils 100ml		2	2	5	5	10	10	15	
OTC drops 10ml		5	5	10	10	10	10	15	
OTC drops 20ml		2	2	5	5	10	10	15	
Consultation		1	3	3	4	4	4	5	
3-part consultation		0	0	0	1	1	1	1	
Annual subscription		0	0	1	1	1	1	1	
Full package		0	0	0	1	1	2	2	

Sales Forecast



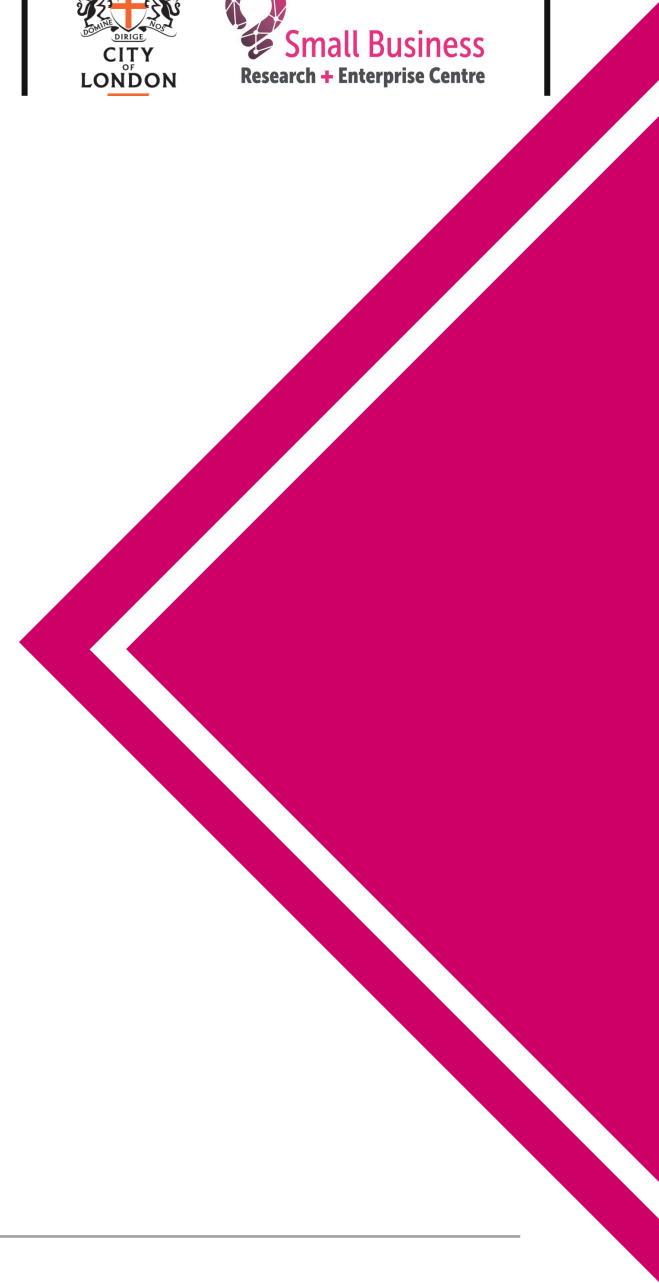
This is based on assumptions and estimations, and it's essential to regularly review and update it as new information becomes available. A thorough and well-informed sales forecast can provide valuable insights for financial planning, budgeting, inventory management, and resource allocation, helping businesses make informed decisions to drive growth and profitability.



Cash Flow Forecast



A well-prepared cash flow forecast provides insights into your business's financial health, helps identify potential cash flow issues in advance, and enables you to take proactive measures to manage your cash effectively.



Pricing Strategies

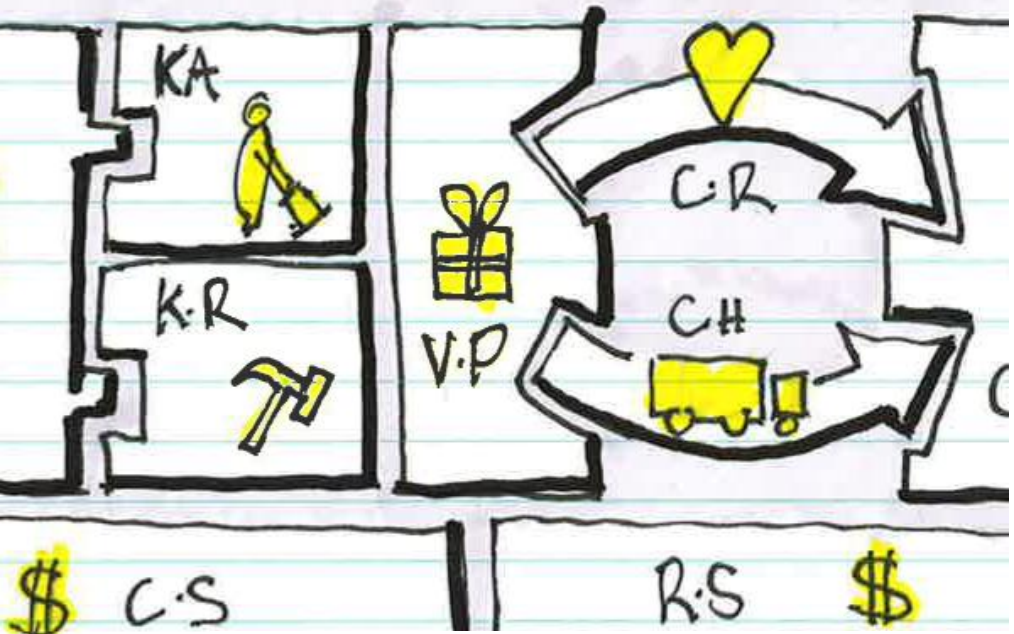
Start by looking at competitors, but do not base prices solely on this.

Ask people! Try market testing.

Work out your baseline, using your cashflow data.

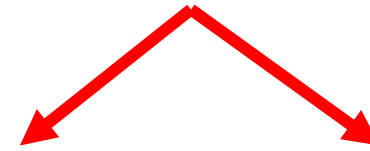
Regularly review your own and competitor prices.

BUSINESS MODEL CANVAS



BUSINESS MODEL CANVAS

Your business
(value propositions)



How it functions

Your customers

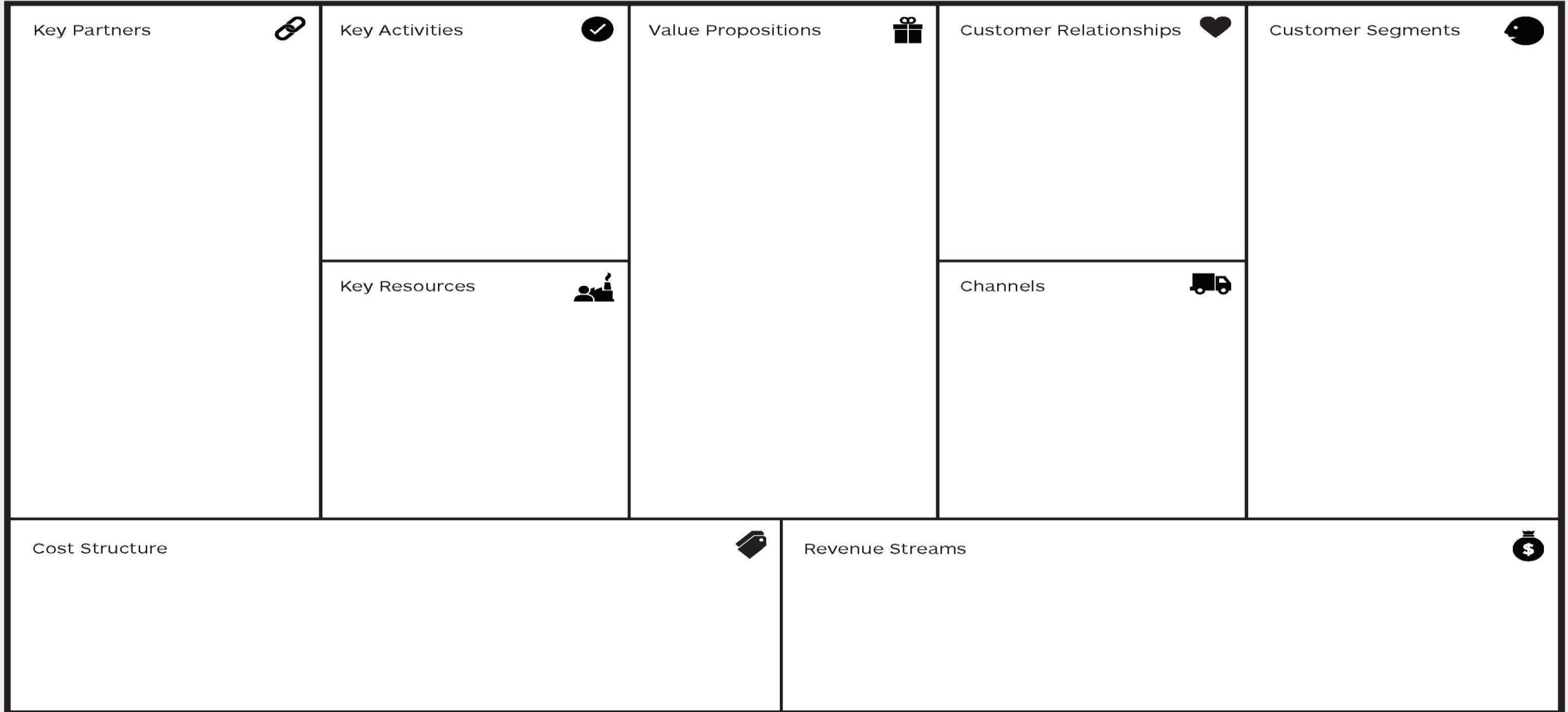
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



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DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

Business Model Canvas

By filling out the Business Model Canvas, you can visualize the interconnections between these building blocks and evaluate the overall coherence and effectiveness of your business model. It encourages critical thinking, strategic planning, and innovation by helping you identify opportunities for improvement, cost optimization, and value creation. The canvas can be revisited and adapted as your business evolves or in response to market changes.








The Business Model Canvas

Designed for:
Generic Business Model Canvas

Designed by: Small Business
Research + Enterprise Centre

Date:
12/08/2021

Version:
3

<p>Key Partners </p> <p>People or businesses who supply services or goods that you don't have the time or skills to produce yourself.</p> <p>Key suppliers Key manufacturers People with skills you might need - accountant or web designer Professional Associations</p>	<p>Key Activities </p> <p>Things that you will do yourself:</p> <p>Providing services Production of goods Distribution Marketing Branding</p>	<p>Value Propositions </p> <p>The products you sell or the services you provide</p> <p>What makes your value proposition attractive? The niche you are in Your Unique Selling Point (USP)</p> <p>Are you selling different bundles of products or services to different groups of customers?</p>	<p>Customer Relationships </p> <p>How often a customer buys from you - one off purchases or on an ongoing basis</p> <p>Will you meet the customer in person or will your product or service be provided at a distance?</p>	<p>Customer Segments </p> <p>Your customers might be Individuals Other Businesses Both</p> <p>The individuals might be of a particular: age income geographic area</p> <p>The businesses might be in/of a particular: geographic location sector size (number of employees/turnover)</p> <p>Mass market or niche market</p>
<p>Cost Structure </p> <p>Consider: Your highest costs such as labour, rent Expensive key resources such as equipment Expensive key activities such as production of goods Fixed costs such as rent Variable costs such as advertising</p>	<p>Revenue Streams </p> <p>Consider: What are your customers paying you for One-off or ongoing payments Frequency of payments Fixed or variable prices Payment methods: bank transfer, cashless payment, cash</p>			



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Management Process

Marketing Strategy & Plan

Financial Projections

Operational Requirements

Business Risks



THE BUSINESS PLAN

PITCH PREPARATION

USING RESEARCH TO PITCH YOUR BUSINESS



Leveraging Market Research

Utilize market data to build a credible case demonstrating demand, competitive edge, and scalability for your business.



Enhancing Pitch Professionalism

Including visuals like charts, graphs, and industry quotes increases the persuasiveness and professionalism of your pitch deck.



Anticipating Investor Questions

Research enables you to foresee questions and objections, allowing confident and effective responses during presentations.

INTRODUCTION

BUSINESS IDEA OVERVIEW



Target Market Focus

Targeting health-conscious millennials and Gen Z in urban UK areas adopting plant-based diets.

Product Concept

Offering high-protein plant-based snacks that are convenient and nutritious.

Sustainability and Packaging

Using eco-friendly packaging to align with values of sustainability and environmental consciousness.

Market Opportunity

Filling a market gap by combining protein content with plant-based ingredients amid growing health trends.

USING SBREC DATABASES TO IDENTIFY CUSTOMERS



GlobalData Consumer Insights

GlobalData provides detailed consumer profiles emphasizing the rise of plant-based diets among younger people.

Statista Consumption Statistics

Statista offers statistical data showing millennials and Gen Z lead healthier, sustainable food consumption trends.

COBRA Market Guides

COBRA delivers UK-specific market guides to understand regional demand and consumer behavior for entrepreneurs.

Defining Ideal Customer Profile

Analyzing these sources helps define urban dwellers aged 18-35 prioritizing health, convenience, and sustainability.

UNDERSTANDING COMPETITORS WITH SBREC TOOLS

Role of Competitor Analysis

Competitor analysis is essential for market positioning and identifying differentiation opportunities.

SBREC Database Insights

IBISWorld, FAME, and Global Data provide industry reports, financial data, and supplier listings for competitor insights.

Identifying Key Competitors

Tools help identify major competitors focusing on protein or plant-based snacks and market dynamics.

Opportunity for Differentiation

Combining protein and plant-based features with eco-friendly packaging creates unique market positioning.



SPOTTING TRENDS WITH SBREC RESOURCES



Trend Analysis Tools

SBREC databases like GlobalData, Statista, and IBISWorld offer valuable insights for identifying market trends in plant-based products.

Growth of Plant-Based Market

The UK plant-based market grows at 10% annually, driven by rising consumer interest in vegan and flexitarian lifestyles.

Emerging Product Segments

Protein snacks are gaining popularity among fitness and wellness communities, reflecting evolving consumer demands.

Retail Market Momentum

Retailers are expanding shelf space for vegan products, indicating strong market opportunities for new entrants.

CALCULATING TAM, SAM, SOM

Total Addressable Market (TAM)

TAM represents the entire UK snack market valued at £18 billion, with the plant-based segment at 12%, totaling £2.16 billion.

Serviceable Available Market (SAM)

SAM narrows to urban millennials and Gen Z, about 25% of the population, estimating a £540 million market segment.

Serviceable Obtainable Market (SOM)

SOM is the realistic market share a startup can capture in three years, estimated at 1% of SAM, or £5.4 million.

TEAM WORK



MAKING RESEARCH PITCH-READY

Data Synthesis and Narrative

Transform research data into clear and persuasive narratives to engage investors effectively.

Utilizing Research Resources

Use SBREC, Statista, GlobalData, and FAME to support demand, market gaps, and competitive benchmarking.

Financial Projections and Credibility

Include financial forecasts based on SOM calculations to add credibility and demonstrate growth potential.

Strategic Market Positioning

Highlight how the product meets consumer needs, differentiates from competitors, and scales within the market.



OVERVIEW OF SBREC DATABASES

TOOL	USE
GlobalData	Consumer trends & innovation
IBISWorld	Industry size & forecasts
FAME	Competitor financials
COBRA	UK startup guides
Statista	Charts & statistics

NEXT STEPS

NEXT STEPS AND INTERACTIVE EXERCISE

Personalized Advisory Sessions

One-on-one sessions with advisors help entrepreneurs use SBREC tools and customize market research packs.

Skill-Enhancing Workshops

Workshops like 'Pitch Ready' improve presentation skills and business planning for entrepreneurs.

Interactive Market Analysis Exercise

Participants identify customers, analyze trends, and estimate market opportunities through hands-on exercises.

