

## EXPLORING NEW MARKETS FOR YOUR COMPANY'S GROWTH

### BENEFITS

- Expedite your review and understanding of opportunities that will support future growth.
- Gain deeper insight regarding potential new markets and identify markets not previously considered.
- Receive a recommended market approach with an understanding of how to drive differentiation and success.
- Add on primary research that will provide first-hand knowledge of market needs through the voice of potential customers.

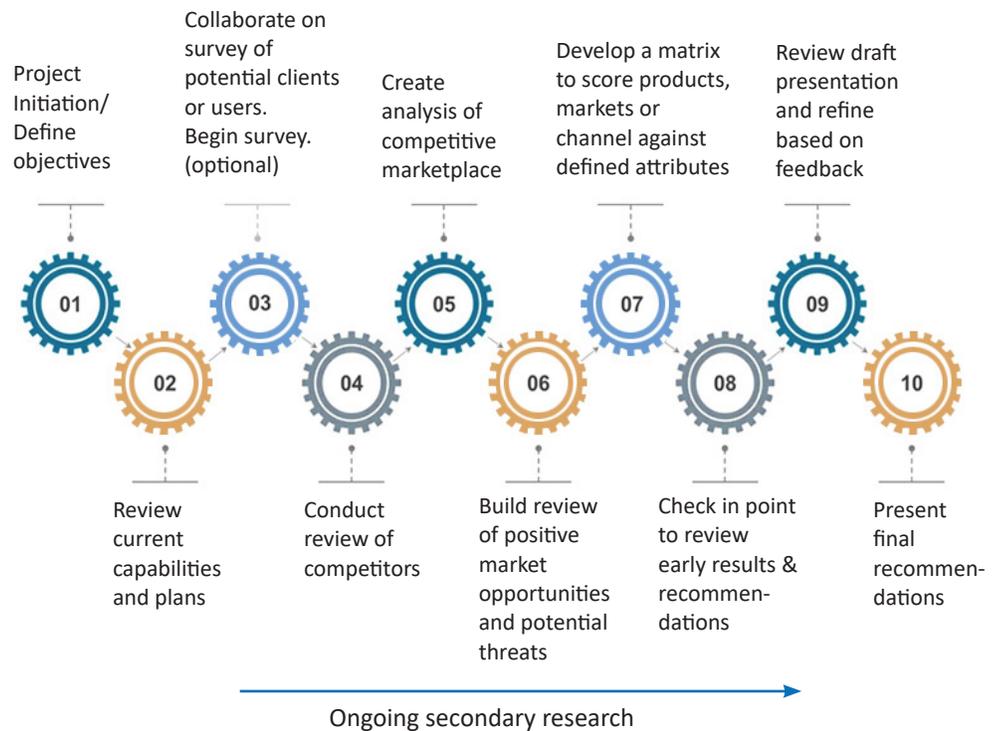
### PAST EXPERIENCE (OUR SUCCESS STORY)

- Provided direction for an European based financial services processor on how to enter the U.S. market and identified which buyer segments would be most attracted to their solutions.
- Analyzed and ranked new opportunities for a fintech in the cross-border remittance space.
- Evaluated a fintech's competitive market position in the general purpose reloadable prepaid card market and identified product gaps that, when filled would open an additional market for growth.

### EXPLORING NEW MARKETS FOR YOUR COMPANY'S GROWTH

Shifts in the financial services marketplace are occurring more quickly than ever before, driven by consumer and business demands and new technologies that fuel digital transformation. Such a dynamic backdrop creates the environment for new businesses, new products and new markets to form. While existing businesses want to capitalize on these new opportunities, they are often so immersed in the demands of running day-to-day operations that exploration of adjacent markets, consideration of new business ideas and scrutiny of other potential geographic opportunities are often pushed aside for another day.

#### Engagement Methodology



Mercator Advisory Group can help your organization move forward. We will complete a rigorous investigation of your existing ideas as well as identify and assess previously unexplored opportunities for growth. Such opportunities may include new products, regions, and sales segments. An appraisal of market size, anticipated growth trajectory and differentiating features needed to be competitive will all be considered. As warranted, our research may also include identification of potential targets for acquisition. Executive interviews with potential buyers and/or a survey of users can be added on to the initiative to help understand interests and determine needs of your potential clients.

## DETAILS OF PROGRAM

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In the midst of the heads-down focus on our everyday business, there is often growth opportunity waiting to be identified and capitalized upon. Financial institutions, technology providers and fintechs all have great ideas about where their next opportunities may lie, but they often don't have the expertise or the time to dedicate to a thorough vetting of a new product, new sales channel or adjacent market that would provide the confidence to make decisions and take the next steps to turn ideas into a strategic plan. Mercator has the expertise and real-world experience to help through our teams of analysts with decades of experience working with payment, banking and fintech organizations.

Mercator will:

- Listen to your goals and proposed strategy
- Understand your current ideas for future growth
- Suggest additional products, channels, and markets for consideration
- Assess current solutions for competitiveness against rivals and identify gaps
- Prioritize market and product ideas against defined characteristics, weighted by their importance and relevance to establish priorities
- Optionally, conduct executive interviews or consumer and/or business surveys to test concepts and market readiness

Throughout the initiative, you will receive updates to understand the project progression and critical findings as they develop. All efforts will culminate in a final deck and presentation of recommendations from which you will make informed, research-backed decisions.

## DELIVERABLES

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- Overview of relevant market(s), including size, and growth potential.
- Current trends and influences in that market
- Competitor scan
- Comparative study of selected markets or products through a matrix scoring approach
- Recommendations of the best strategic approach to pursue

## ABOUT US

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Mercator Advisory Group is the trusted advisor for the payments industry globally, charting the course for sustained growth and profitability and delivering fact-based insights and advice.