

Market Research Summary

Team name and logo

1. Background: Your goals and why you make this study?

2. Participants: Who you talked to, general information, like age and gender, no names. A table works well so you can break groups down by Buyer persona(s) and target groups.

Buyers persona 1	Buyers persona 2	Target group 1	Target group 2
Characteristics	Characteristics	Characteristics	Characteristics
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3. Awareness: Describe the common feelings about sustainability and its importance that you received from your target groups (Quotes can be very useful.)

4. Providing opinion: What were the so-called "Aha!" moments in your research? What results did you receive? What were the most interesting things you learned? For example, did one solution rise above some other suggestion, did they know about the problem already or no, etc.

5. Summary: How are you going to use the results that you found out? Who are the main decision-makers? What things about the product were important for the potential customers? Do the results influence your final product prototype and your Business Plan?

6. Action Plan: You can use this information to create your next steps in developing your business idea to reach your main goals.
