

Building a New Market

What Market Should You Be Selecting?

Selecting Your New Market

1

A Growth Market

Is it future-proof and trending?

2

A Market you are Interested and Invested In.

“Find something you enjoy doing and give it everything you’ve got, and the money will take care of itself.” - Peter Lynch

3

Barriers to Entry

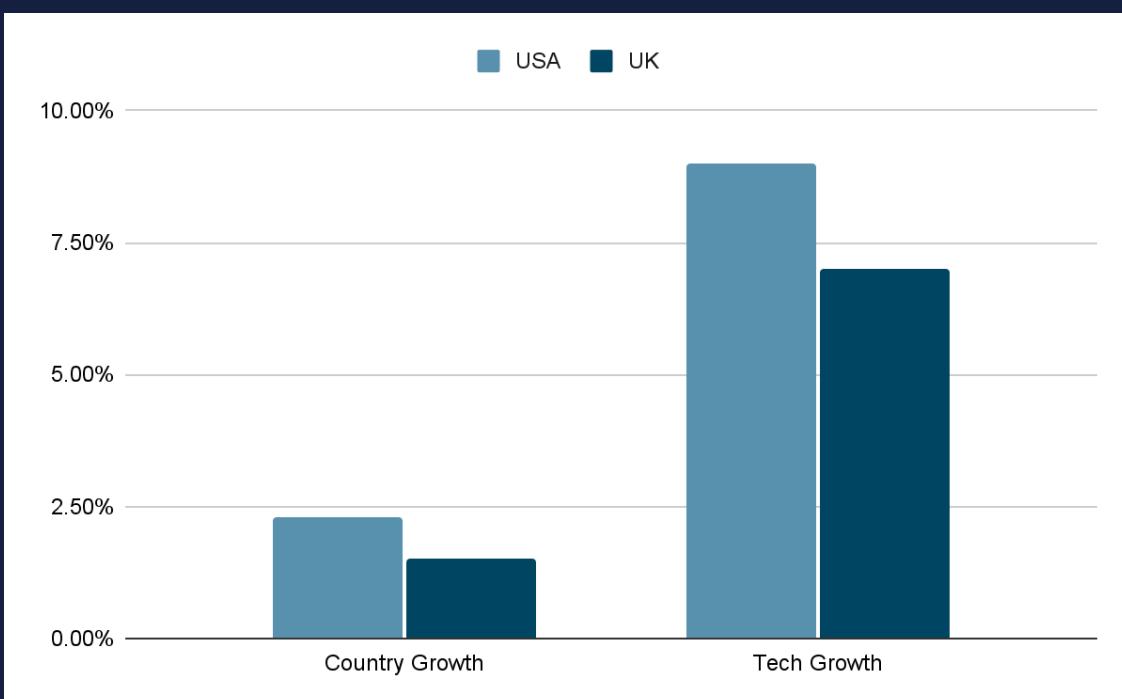
How difficult is it to break into that market?

4

Is the Market Candidate or Client Driven?

Ideally a candidate driven is preferred

Growth Countries



Selecting a New Market

Other
Things to
Consider

-  Average Salary
-  Average Fee Size
-  Average Process Length
-  Time to Gain Traction
-  How Much it Will it Take Away
From Current Market

“The first rule of compounding:
Never interrupt it
unnecessarily.”

Charlie Munger