

# Optimisation - Market Intelligence

- ☐ All the primary market intelligence (competitive and product intelligence, market and customer understanding) are made available through systemic intelligence gathering mechanisms
- ☐ We do have some online subscriptions for automated funding alert and the fundraising team is well served by it
- ☐ Mainly dependent on a few key people and individual networks
- ☐ Do not have any means or mechanism to gather intelligence

☐☐ All the primary market intelligence (competitive and product intelligence, market and customer understanding) are made available through systemic intelligence gathering mechanisms

“Highly developed: Strong systems and processes are in place to best gather accurate data and put it to optimal fundraising use.

Reflection:

- No action required.
- Others -

## Action:

- No specific actions are required as we are fully satisfied with current state.
- Others -

## Notes for Development:

1. Strong systems and processes are in place to best gather accurate data and put it to optimal fundraising use.
2. Highly developed in terms of consistently adapting to market conditions in regard to fundraising capacity and strategy.
3. Strong system exist to be able to effectively position the organisation in an increasingly consumerist world.

☐☐ We do have some online subscriptions for automated funding alert and the fundraising team is well served by it

“Developing: Minimal mechanisms are in place to gather necessary basic data.

## Reflection:

- Have very advanced research and development unit but we may be required to invest slightly more to make the function more dynamic.
- Others -

## Action:

- Invest in external agencies or specialists to develop market intelligence.
- Others -

# Notes for Development:

1. Minimal mechanisms are in place to gather necessary basic data.
2. Improve upon existing systems by introducing new methods to gather more information on market conditions, fundraising landscape etc.
3. Develop intelligence gathering systems and process for its optimal use, to better respond to market conditions. For e.g.- get into important and influential forums, collaboratives, associations etc.

# ☐☐ Mainly dependent on a few key people and individual networks

“Under developed: Market intelligence is limited to certain human connections.

## Reflection:

- We will provide more resources to Program team to build a more robust market intelligence system.
- Can we collaborate with other local players?
- Others -

## Action:

- Determine need to strengthen existing intelligence systems in consultation with Program team.
- Invest in external agencies or specialists to develop market intelligence.
- Others -

## Notes for Development:

1. Market intelligence is limited to certain human connections.
2. Identify critical steps to develop bare minimum systems to gather adequate market intelligence for making informed fundraising choices and decisions.
3. Develop intelligence gathering systems and process for its optimal use, to better respond to market conditions. Start with basic subscriptions.

# ☐☐ Do not have any means or mechanism to gather intelligence

“High risk: Does not use any form of market intelligence in fundraising function.

## Reflection:

- Don't have the scope or capacity to improve our market intelligence gathering system.  
What do we do?
- Can we collaborate with other local players?
- Others -

## Action:

- Determine need to strengthen existing intelligence systems in consultation with Program team.
- Seek support from other FF Partners; to develop a development pathway.
- Invest in external agencies or specialists to develop market intelligence.
- Others -



# Notes for Development:

1. Does not use any form of market intelligence in fundraising function.
2. Identify critical steps to develop bare minimum systems to gather adequate market intelligence for making informed fundraising choices and decisions.
3. Develop a bare minimum system (like subscriptions), and commission a basic landscaping study asap. Get into important and influential forums, collaboratives, associations etc.