

☐☐ 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.

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