Translate

□□ 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.

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