

Market Potential Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Use the exact options below when adapting the questionnaire. Replace bracketed placeholders with real details; all questions are optional.

1. How often do you encounter [specific problem]?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely
- ☐ Never

2. What do you currently do when it happens?

- ☐ Use a paid alternative
- ☐ Use a free alternative
- ☐ Work around it manually
- ☐ Do nothing
- ☐ Other

3. How satisfactory is your current approach?

- ☐ Very satisfactory
- ☐ Somewhat satisfactory
- ☐ Neither
- ☐ Somewhat unsatisfactory
- ☐ Very unsatisfactory
- ☐ Not applicable

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4. After reading the [specific offer] description, how useful would it be to you?

- ☐ Very useful
- ☐ Somewhat useful
- ☐ Unsure
- ☐ Not very useful
- ☐ Not useful at all

5. What would be the biggest obstacle to trying it?

- ☐ Cost
- ☐ Trust or risk
- ☐ Switching effort
- ☐ Missing feature
- ☐ No need
- ☐ Other

6. How likely would you be to try a free, realistic pilot?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Unsure
- ☐ Somewhat unlikely
- ☐ Very unlikely

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7. What would the offer need to do before you would consider it?
