

## Principal, Bancroft Information Services, LLC

*"Providing Insight to Entrepreneurs. From Start-ups to Grown-ups."*

Market research consultant offering customized business research since 2001. Serving clients in a diverse set of industries. Market research director/partner for Golden Impressions Marketing, Principal Research Consultant for Cayenne Consulting.



### Principal Areas of Expertise:

Market Research & Analysis to help shape business development, business plans, investor presentations, marketing plans, product development, go-to-market commercialization strategies and more.

- *Market Analysis*
  - Market size & forecasts
- *Industry Profiles*
  - Trends, industry drivers, success factors
- *Competitor Profiles*
  - Size (revenue, employee size), product, client segmentation
- *Customer Research*
  - Identification of buying habits, sales cycles, processes
- *Feasibility Studies*
  - Market, product & workforce support research & writing
- *Visa Plan Research & Writing*
  - Competitor, industry & market analysis & writing
- *Demographics* - site location research, local market/customer research
- *Research-driven writing*. Content marketing.
  - Market & Industry Snapshots
  - Whitepapers on industries & economic development
- *Product Reviewer* for Research Products for UK information publisher

### Industry Sector Experience

- Advertising
- Clean Tech
- Construction
- E-Commerce
- Education
- Healthcare
- Legal
- Information Technology
- Luxury retail
- Medical Devices
- Manufacturing
- Marketing
- Pharmaceutical
- Publishing
- Retail
- Social Commerce
- Software
- Telecommunications
- Tourism

### Client locations

U.S., UK, Denmark, Israel, Italy

### Former Working Experience

- Marketing & Advertising Agencies
- Educational Publishing
- Higher Education

### Education

- BA -Humanities/Renaissance Studies, University of California, Berkeley
- MA – Information Resources & Library Science, University of Arizona

### CONTACT:

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### Additional Information Related Services

- Usability consulting & testing for websites & online interfaces.
- Government SBIR (Small Business Innovation Research) Grants Editing/Proofing.
- Research & writing for overseas clients Visa business plans.

### Sample Projects:

- Anti-microbial Products – identify potential customer markets
- Assisted Living – competition & market drivers
- Clean Tech “road maps” –forecasts for solar, biomass, wind etc.
- Construction company – identification of new design/build projects
- “Green” Insulation – market size & forecasts
- Digital Tourism App – markets, partners, competitors
- Drug Development – research on similar drugs for commercialization plans
- Electronic Health Records – market & competition for new niche market
- Healthcare/Medical Software - competitive profiles for hospital compliance software
- Luxury Retail – demographics & bus potential for 50 cities
- Marijuana Clinic – Inventory software research & competition
- Medical Devices – research initial markets to approach
- Medical Tourism – markets, patient preference, trends
- Microscopes – market size, forecasts, emerging markets
- Mining Supplier – research into alternative partners
- Mobility Devices – aging population research as market segment
- Pediatric Medical Device – competitor product research
- Self-Serve Kiosk for WIFI – research on indirect competition

### Select Business-Related Activities & Memberships:

- Panelist, Venture/Investor Ready Presentations – Arizona Commerce Authority
- Presenter on market research topics for AZ-based Business Incubators.
- Arizona Technology Council – Active Member & Ambassador
- BIOSA (Bio Industry Southern Arizona) – Active Member
- Global Chamber – Active Member
- AIIP (Association of Independent Information Professionals) International Association. Board Member (2016-2018) Active Member since 2001.
- NAWBO (National Association of Women Business Owner) Former Chapter Board Member.