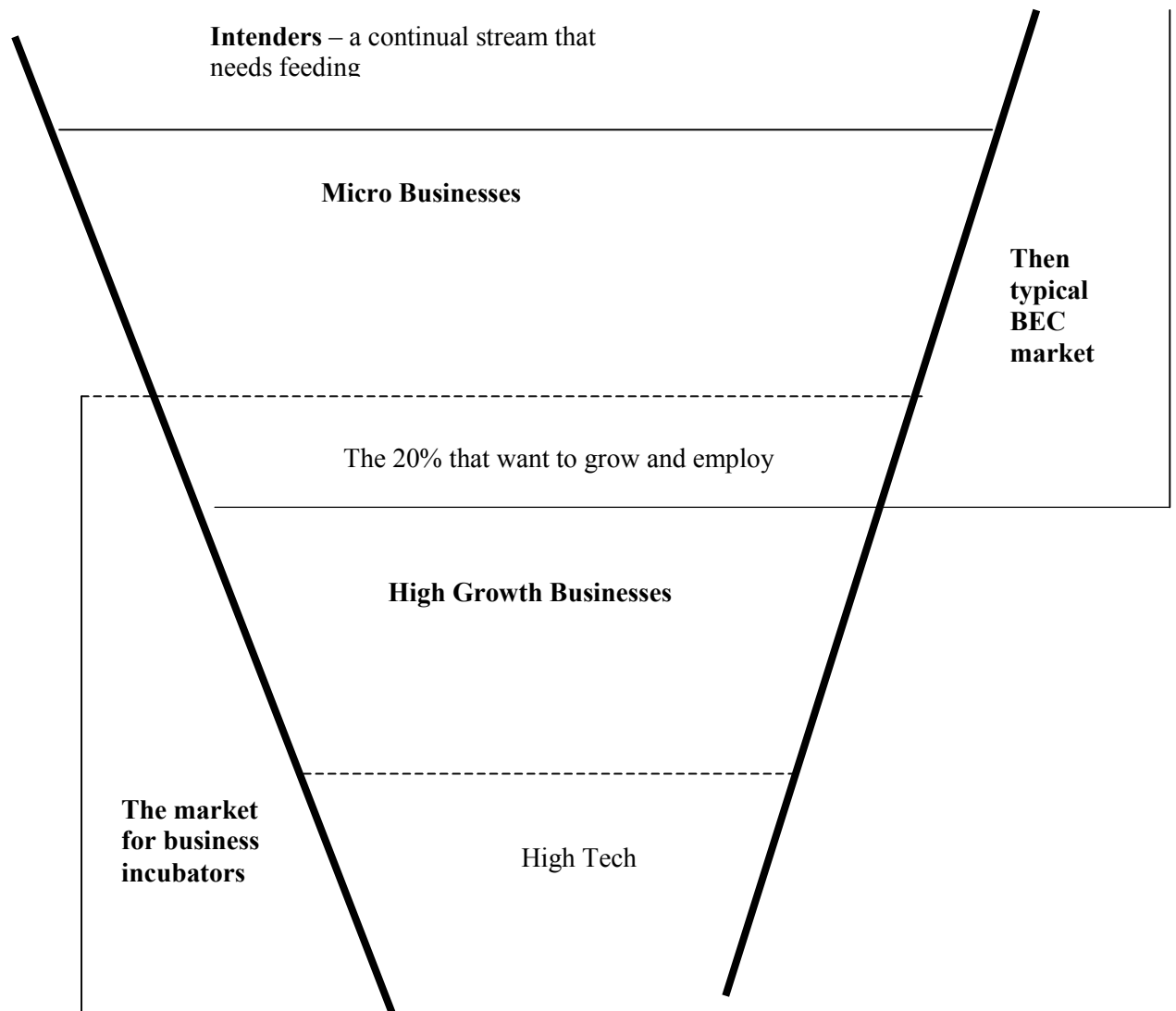


Business Program Market Segmentation



This schematic for segmenting the market can be used for all business programs and works best on a white board. In this case it has only been used to distinguish BECs and Business Incubators.

The thinking behind the schematic is a steady stream of intenders leading to micro businesses, of which only 20% want to grow, and only a smaller proportion of high growth businesses and high technology businesses.

Employment outcomes are maximized with the high growth businesses but the funnel needs continually priming and all segments need servicing in appropriate ways. From a policy and program perspective being able to target the micro businesses that can go on and become large businesses is critical.