

# HOW TO **MAP MARKETS AND WHITE SPACE** WITHOUT OVER-ENGINEERING

Enough Intelligence to Decide, Not Impress

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## WHERE THIS IS USED

- Venture Studios
- CVC sourcing
- Accelerator theme selection
- AI Studio portfolio shaping

## AUDIENCE

- Strategy leaders
- Venture operators
- Investment teams

## PHASE

- Phase One: Discovery & Thesis

# EXECUTIVE SUMMARY

Market mapping should clarify decisions, not produce false precision. This guide explains how TURN8 maps markets and white space **lightly but rigorously**, focusing on structure, power dynamics, and unmet needs rather than exhaustive analysis.



# THE CORE PROBLEM

Most market analysis fails because it:

- Chases completeness
- Over-indexes on sizing
- Confuses activity with insight

**White space is not absence.  
It is misalignment.**





# STEP-BY-STEP PROCESS

## STEP 1 DEFINE MARKET STRUCTURE

Who buys, who decides, who pays?

## STEP 2 MAP COMPETITIVE POSTURES

Over-served, under-served, ignored.

## STEP 3 IDENTIFY STRUCTURAL FRICTIONS

Regulation, procurement, switching costs.

## STEP 4 IDENTIFY WHERE VALUE LEAKS

Time, cost, risk, coordination.

## STEP 5 ARTICULATE WHITE SPACE AS TENSION

Not as opportunity statements yet.



# COMMON FAILURE MODES

- Over-investing in TAM models
- Treating trends as markets
- Confusing adjacency with opportunity





# CHECKLIST (CHEAT SHEET)

- ☐ Market structure is clear
- ☐ Competitive dynamics are understood
- ☐ Frictions are explicit
- ☐ White space is framed as tension

