

AUTOMATE **Advanced** 60 MIN · UPDATED 2026-09-30

Draft a market-entry business case with a research agent.

Use a Market Landscape Research Agent to synthesize market and competitive data into a structured market-entry recommendation.

MICROSOFT 365

Word

Excel

WORKS WITH

Copilot Studio

Business Outcome

Faster, better-evidenced go/no-go decisions on new market entry, without a weeks-long manual research cycle.

Workflow Steps

Step 1: Define the market and the decision being made

Word

Write one paragraph naming the exact segment, geography, and time horizon ("mid-market in DACH over the next 18 months," not "Europe") and the specific decision this case needs to support.

A loosely scoped brief like "research the German market" invites the agent to sprawl into adjacent segments and dilute the recommendation with less relevant data.

Step 2: Build the research agent's source scope

Copilot Studio

In Copilot Studio, connect the agent to the market and competitive data sources you trust (industry reports, public competitor data, internal data where relevant) and have it synthesize market size, growth trend, and the competitive landscape.

PROMPT

Build a market-entry business case for expanding into the mid-market segment in the DACH region over the next 18 months. Cover market size and growth rate, the top 3 competitors and their positioning, and a recommended entry approach with the key risks, citing your sources for every figure.

Step 3: Have a person validate the sizing and competitive claims

Excel

Market-sizing and competitive figures are exactly the kind of thing that gets hallucinated or drawn from an outdated source — have someone with market knowledge check the headline numbers against a source they trust before the case goes further.

Step 4: Format the final recommendation for the decision-makers

back in Word

Structure the validated content into the business case format your leadership expects — executive summary, sizing, competitive landscape, recommendation, risks — with every figure sourced.

✓ Check the work

- Trace every market-size and growth figure back to its cited source and confirm it's current, not a stale report.
- Verify the competitive landscape reflects the current state of those competitors, not outdated positioning.
- Have someone who knows the target market sanity-check the recommendation before it reaches a go/no-go decision.



Expected Outcome

A structured business case document – market sizing, competitive landscape, entry recommendation, and risks – ready for leadership review.

Want help rolling this out across your team? **Go to Liminals.Tech** ■