

Brand X

BRAND X **PROFESSIONAL SPORTS** **MARKET ASSESSMENT**

Prepared For: Brand X

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2027 NFL + NBA Health Brand Showcase

ILLUSTRATIVE SAMPLE

This document is provided solely to demonstrate the format and depth of KMG's Professional Sports Market Assessment. Brand X and all organizations, metrics, feedback, purchasing activity, findings, and recommendations shown are illustrative. They do not represent historical performance or guaranteed outcomes.

01 | EXECUTIVE SUMMARY

PURPOSE

Brand X participated in the KMG Professional Sports Health Brand Showcase to evaluate product-market fit, place its products directly with NFL and NBA decision-makers, and understand how the brand and category were received inside professional sports organizations.

RESULTS

Across the 17 organizations included in this illustrative assessment, 10 elected to trial Brand X and four moved forward with purchases. The 59% trial rate demonstrated meaningful market interest and confirmed that the product could convert when organizational need, timing, and internal purchasing conditions aligned.

MARKET READOUT

Organizations responded positively to Brand X's product quality and its relevance within high-performance environments. Feedback also clarified the product attributes, use cases, and positioning that carried the greatest value with professional sports decision-makers.

BARRIERS IDENTIFIED

Organizations that did not trial or purchase provided equally important insight. Existing vendor relationships, purchasing timelines, certification requirements, inventory cycles, and competing priorities influenced decisions independent of product performance.

STRATEGIC DIRECTION

Overall, the Showcase validated Brand X's opportunity within professional sports and established a clear path forward: prioritize organizations with demonstrated interest, strengthen positioning around the most valued use cases, and align future outreach with team purchasing cycles.

The following pages detail Brand X's Showcase performance, market feedback, adoption barriers, and KMG's recommended next steps.



02 | SHOWCASE PERFORMANCE

Market Observation

Brand X generated meaningful engagement across the Showcase. Of the 17 organizations presented with the opportunity, 10 elected to trial the product, resulting in a 59% trial selection rate.

Following evaluation, Brand X secured purchases from four organizations. Three organizations expressed positive interest but did not make a purchase, while three declined after completing their trial. Seven organizations did not elect to trial the product.

These results confirm that Brand X can generate trial interest and purchasing activity within professional sports. The feedback also identified the timing, positioning, and organizational factors that limited broader adoption.

Executive KPI Dashboard

Metric	Result
 Total Organizations in Showcase Pool	17
 Organizations That Tried Brand X	10
 Showcase Participation Rate	59%
 Confirmed Purchases	4
 Organizations Considering Future Use	3
 Organizations Declining Following Trial	3
 Organizations That Did Not Trial	7



Primary Market Finding

Brand X secured trials with 10 of 17 organizations and purchases from four. The results demonstrate commercial potential while identifying the positioning and operational barriers that limited broader adoption.

03 | CATEGORY ASSESSMENT



MARKET READOUT

The Showcase revealed how professional sports decision-makers evaluate products within Brand X's category, what drives adoption, and what prevents otherwise strong products from moving forward.



CATEGORY DEMAND

The category remains active and competitive. Organizations are open to evaluating new products when they solve a clear performance or operational need and offer meaningful differentiation from solutions already in use.



EVALUATION CRITERIA

Product quality alone does not determine adoption. Decision-makers also evaluate ingredient profile, athlete acceptance, certification status, ease of implementation, packaging, pricing, fulfillment reliability, and overall fit within the performance program.



BRAND X POSITION

Brand X compared favorably in product quality and relevance to the professional sports environment. Its strongest opportunity is to connect those strengths to the specific use cases identified by participating organizations.



ADOPTION TIMING

Purchasing decisions are closely tied to existing supplier relationships, current inventory, internal budgets, and seasonal planning. Positive product feedback does not always result in a purchase when those conditions are not aligned.



STRATEGIC IMPLICATION

Brand X is entering a competitive but accessible market. Growth will depend on a clearly defined value proposition, focused positioning around the highest-value use cases, and outreach timed before organizational purchasing decisions are finalized.

04 | STRATEGIC RECOMMENDATIONS

Based on the Showcase results, KMG recommends that Brand X prioritize the following actions to convert the market intelligence gathered into a stronger professional sports sales strategy.



IMMEDIATE PRIORITIES



Prioritize Open Purchase Opportunities

Focus first on the three organizations that expressed positive interest without purchasing. Address the specific issue that prevented action and align follow-up with each organization's decision timeline.



Strengthen the Highest-Value Use Cases

Center product positioning around the use cases and benefits most consistently valued by participating organizations. Remove broad messaging that did not influence the evaluation.



Resolve Adoption Barriers

Address any gaps involving certification, pricing, packaging, inventory readiness, ordering requirements, or usage guidance before the next purchasing window.



Prepare for Purchasing Windows

Align sales outreach, samples, inventory, and follow-up with each organization's seasonal purchasing and planning calendar.



MID-TERM PRIORITIES



Grow Confirmed Accounts

Support the four purchasing organizations with reliable fulfillment, clear product guidance, and direct account follow-up. Track reorders and identify opportunities for broader product adoption.



Build Approved Proof Points

With organization approval, turn verified purchases and positive feedback into references, case studies, or sales materials that strengthen credibility with other professional sports buyers.



Differentiate From Existing Solutions

Clearly define why Brand X should replace or complement products already in use. Focus on the differences that matter most to performance staff and athletes.



Optimize Operational Fit

Use Showcase feedback to refine packaging, case quantities, pricing structure, fulfillment, and product education for professional sports environments.



Segment Future Outreach

Organize prospects into current accounts, open opportunities, timing-based opportunities, and low-priority targets so resources remain focused on the organizations with the strongest path to purchase.

05 | NEXT STEPS

The Showcase has concluded. Based on the results, KMG recommends that Brand X prioritize the following actions.



ACTIVATE CONFIRMED PURCHASES

Complete ordering, fulfillment, and product onboarding with the four organizations that elected to purchase. Ensure each organization has the ordering information, usage guidance, and brand contact needed for a successful launch.



PRIORITIZE OPEN OPPORTUNITIES

Focus on the three organizations that expressed positive interest without purchasing. Address the specific barrier identified and align brand follow-up with each organization's decision timeline.



PREPARE FOR UPCOMING BUYING WINDOWS

Use the timing and market insights captured through the Showcase to align sales outreach, inventory, and positioning before upcoming purchasing decisions are finalized.

Conclusion

Brand X generated meaningful market traction through the Showcase, securing trials with 10 of 17 organizations and purchases from four. The results demonstrate commercial potential while providing clear insight into why organizations purchased, declined, or did not trial.

The assessment identified the product attributes and use cases that resonated most, along with the timing, operational, and competitive factors that limited broader adoption. Brand X now has a clearer understanding of where to focus, what to strengthen, and how to approach the professional sports market with greater precision.

Sales are the target. Market intelligence is the value floor.

The recommendations above provide strategic guidance for Brand X. Any additional KMG execution support would be outlined under a separate scope of work.