



# Market Assessment Consultant

## Terms of Reference

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<b>Job Title:</b>	Market Assessment Consultant
<b>Job Type:</b>	Consultant
<b>Reporting Manager:</b>	Innovation Manager
<b>Business Unit:</b>	Latin America and the Caribbean
<b>Office:</b>	Remote
<b>Date:</b>	June 16 <sup>th</sup> , 2025

### About Corus:

Corus International leads an ensemble of social impact organizations working together in the world's most fragile settings to deliver the holistic, lasting solutions needed to overcome the interconnected challenges of poverty, health care access and climate change. Corus is a new model in the international space, creating a consortium of specialized non-profit and for-profit entities for greater impact. Additional growth is expected.

Corus combines over 150 years of experience of our non-profit and for-profit subsidiary organizations – LWR, IMA, CGA Technologies, Ground Up Investing, and LWR Farmers Market. Together, the organizations take a systematic approach to grow rural economies, eliminate extreme poverty, ensure access to quality healthcare, and respond to urgent humanitarian needs in fragile settings.

Further details about the organization can be found at <https://corusinternational.org>

### Background:

Corus is establishing an Innovation Hub, a strategic program aimed at transforming valuable inventions from Latin America into innovative, market-ready products for adoption across Corus's global operations and by external partners. As part of this effort, and in order to inform the Hub's strategy, we seek a consultant to conduct a market assessment to determine the marketability and sellability of key Corus products across the LAC region and develop a list of potential clients, users and partners that will include a variety of stakeholders.

### Goal:

The overall goal of this market assessment is to evaluate the commercial feasibility of a set of internally developed ideas and products, with the aim of packaging them as solutions that can be offered both within the organization and to external stakeholders facing similar challenges.

The assessment will focus on identifying relevant market niches, prioritizing the most promising products, mapping potential clients (including NGOs, development agencies, governments, social enterprises and private sector actors) and outlining the most effective commercialization strategies to position and scale these solutions sustainably.

## Objectives:

- **Identify and define key target markets and customer segments** for each key prioritized Corus intervention. This should include a detailed mapping of potential clients, such as NHOs, international development agencies, government bodies, private sector actors and social enterprises, who may have a demand for these solutions.
- **Assess the market demand and client needs** for each intervention, analysing the specific challenges faced by the identified client segments, the existing gaps in their current solutions and their willingness to pay for tailored, ready-to-deploy products or services.
- **Conduct a comprehensive client-focused competitive landscape analysis**, identifying alternative providers or solutions currently available to the same client base. This analysis should highlight value propositions, pricing models and market positioning of competitors.
- **Identify potential risks and opportunities** that may affect client adoption and market entry, including factors such as policy and regulatory barriers, market readiness, procurement processes and client-specific operational constraints.
- **Develop client-driven market entry strategies**, recommending tailored approaches and channels to reach and engage each customer segment effectively. This should include potential partnerships and strategic alliances that can strengthen the positioning and credibility of Corus interventions in these markets.
- **Prioritize interventions based on commercial viability and client interest**, providing recommendations on which products or solutions show the highest potential for uptake and impact, and how they align with the strategic goals and needs of the identified clients.

## Scope of work and methodology:

The Consultant will be responsible for conducting a comprehensive market assessment using a combination of **primary and secondary research methodologies**, ensuring evidence-based insights that can inform the strategic positioning and commercialization of key interventions in Latin America and the Caribbean (LAC).

- **Secondary Research (Desk Review):** The Consultant will conduct a rigorous desk review of existing literature, market intelligence reports, academic studies, industry trend analyses, and other relevant sources. This will include benchmarking against similar or complementary interventions in the region, with attention to pricing models, client segments, adoption barriers, and value propositions. The use of **systematic synthesis techniques, competitive mapping, and trend identification tools** is encouraged to ensure depth and rigor.
- **Primary Research:** The Consultant will design and implement a structured approach to field research using **key informant interviews, focus group discussions, and targeted surveys** with potential clients, implementing partners, donors, and sector experts. The objective will be to capture insights related to market demand, customer preferences, perceived value of the interventions, and willingness to pay. The application of **advanced qualitative and quantitative methods**, including thematic analysis and basic statistical modeling, will be expected where appropriate.
- **Stakeholder Mapping and Market Trend Analysis:** Drawing from both research streams, the Consultant will conduct **comprehensive stakeholder mapping** and analyze **market trends** relevant to the interventions under review. This includes analyzing enabling and inhibiting factors such as policy frameworks, funding flows, market saturation, and innovation gaps. Where relevant, tools such as **SWOT, PESTLE, or Porter's Five Forces** may be used to assess strategic positioning.
- **Synthesis and Strategic Insights:** the Consultant will integrate the findings into a cohesive analytical framework to assess the **feasibility, competitiveness, and scalability** of each proposed intervention. The analysis should result in clear identification of market opportunities, segmentation of potential clients, and prioritization of product offerings based on demand viability, market fit, and alignment with Corus' capabilities.

## **Deliverables:**

### **1. Detailed Work Plan**

This should outline the methodology, data collection tools, sampling strategy, data collection processes, data analysis techniques, and timeline. The work plan should also highlight the approach for client identification, including how potential clients will be mapped, engaged, and contacted throughout the assessment.

### **2. Executive Summary**

A concise executive summary that synthesizes the key findings, insights, and recommendations from the market assessment, offering a high-level overview for stakeholders who require a quick understanding of the project's results and implications.

### **3. Draft Market Assessment Report**

The draft report will be organized as follows:

- a. Executive Summary
- b. Introduction
- c. Methodology
- d. Market Overview, including a general overview of the LAC market, economic, social, and political context relevant to the key selected interventions
- e. Intervention Analysis for the key selected interventions, which will include:
  - i. Identification of target markets and customer segments, with a specific emphasis on identifying potential clients, their characteristics, needs, and contact information (if available)
  - ii. Analysis of market demand, including needs, gaps, and willingness to pay for the interventions across different customer segments
  - iii. Identification and analysis of competitors, including a detailed overview of existing solutions in the market and their value propositions
  - iv. Analysis of risks, challenges, and opportunities, with particular focus on regulatory, policy, and environmental factors that may affect market entry and adoption of the interventions
  - v. Pricing recommendations tailored to the market conditions and customer willingness to pay
- f. Comparative Analysis of the market potential of the key selected interventions, outlining key success factors, challenges, and potential risks for each intervention
- g. Recommendations for prioritizing interventions, including market entry strategies, potential partnerships, and funding opportunities, while also recommending possible client engagement tactics and channels
- h. Conclusions
- i. Annexes, including any supplementary information, charts, and data tables

### **4. Final Market Assessment Report**

The final report will incorporate all feedback and revisions provided by the Innovation Manager and other key Corus reviewers. The report will ensure that client identification is robust, with updated lists of potential customers, contacts, and stakeholder groups.

### **5. Short Presentation**

A short presentation that summarizes the key findings of the market assessment, including the market overview, target customer segments, competitive analysis, risks and opportunities, and recommended strategies. This will be designed for internal use and to facilitate discussions with stakeholders.

## 6. **Presentation (Including a Slide Deck)**

A full presentation to the LAC team and other key Corus stakeholders, summarizing the main findings from the market assessment report. This presentation will cover key insights, recommendations, and next steps for client engagement, partnerships, and market strategies.

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### **Additional Note:**

It is crucial that the market assessment report includes a detailed list of potential clients—which should include contact information, location, organization type, and area of interest. The list will help to drive future outreach and partnership efforts. Where possible, direct contact information should be included to facilitate future communication.

### **Timeline:**

The established period for carrying out the consultancy is 15 weeks, upon signature of the contract, as follows:

1. **Detailed work plan:** final version of the workplan to be delivered by the end of week 1
2. **Draft market assessment report:** to be delivered by the end of week 10
3. **Internal Review:** during weeks 11-12
4. **Final market assessment report:** end of week 14
5. **Presentation:** week 15

### **Application process:**

Interested candidates should submit the following documents to Adriana Monar, Innovation Manager LAC, at [amonar@corusinternational.org](mailto:amonar@corusinternational.org) by June 5<sup>th</sup>, 2025:

- **CV**
- **Cover letter**
- **Proposed methodology and work plan:** This must detail the technical methodology to achieve the objectives described in the TOR and a summary of the work plan.
- **Budget:** This must detail the cost of all the deliverables described in the TOR, including associated costs such as consultant fees travel expenses for primary data collection (if applicable), including but not limited to transportation, accommodation, meals, logistics for focus groups; secondary data collection costs; report production and translation (if applicable); etc. Likewise, the final budget must include all associated national and local taxes if applicable.
- **Sample of previous market assessment reports or relevant work** (optional)

Questions can be submitted to [amonar@corusinternational.org](mailto:amonar@corusinternational.org) until June 1<sup>st</sup>.

### **Supervisory:**

- This role reports to the Innovation Manager, LAC.

### **Qualifications:**

We encourage applications from both individual consultants and consulting firms with relevant experience:

- Demonstrated experience (minimum 5 years) in conducting market research, feasibility studies, or business analysis in LAC.
- Proven ability to collect and analyze market data, identify trends and develop recommendations.

- Familiarity with the challenges and opportunities related to development, humanitarian assistance and agriculture in LAC.
- Strong understanding of the LAC market and business environment.
- Strong understanding of market research methodologies
- Excellent analytical skills, with the ability to synthesize complex information and transform it into actionable recommendations.
- Experience working in diverse, multicultural environments/ with international stakeholders particularly in Latin America.
- Proficiency in English and Spanish is required.
- Experience working with international development projects, NGOs and/or social enterprises is a plus.

### **Diversity, Equity, Inclusion and Zero Tolerance to Abuse**

As a member of the Corus Family, each employee is expected to:

- Help to develop and maintain an environment that welcomes and develops a diverse workforce.
- Foster a work environment where everyone feels valued and included.
- Support employees' evaluation and promotion processes based on skills and performance.
- Promote a safe, secure, and respectful environment for all members of the Corus family, stakeholders in general, and particularly for the communities we serve.
- Follow Corus Code of Conduct helping to prevent any type of abuse including workplace harassment, sexual abuse and exploitation, and trafficking in persons.
- Adhere to the Organizational Core Values

<p><i>Corus International prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, age, national origin, disability status, sexual orientation, protected veteran status, or any other characteristic protected by U.S. or International law.</i></p>
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