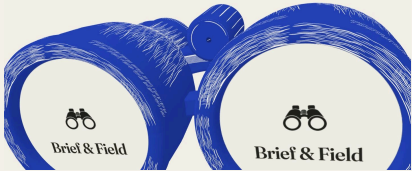


Working study · public reconstruction

# Which market gets the next budget?

Compare room for growth with margin, operating complexity and how much you can trust the data.



## Growth, margin, complexity and evidence.

Fictional ratings from 0 to 5. Higher operating complexity is a disadvantage. Consider each criterion separately.

| Criterion            | Alpha                                  | Beta                                   | Gamma                                  |
|----------------------|----------------------------------------|----------------------------------------|----------------------------------------|
| Margin               | <div><div></div></div> <div>4 /5</div> | <div><div></div></div> <div>3 /5</div> | <div><div></div></div> <div>5 /5</div> |
| Growth capacity      | <div><div></div></div> <div>3 /5</div> | <div><div></div></div> <div>5 /5</div> | <div><div></div></div> <div>2 /5</div> |
| Operating complexity | <div><div></div></div> <div>2 /5</div> | <div><div></div></div> <div>4 /5</div> | <div><div></div></div> <div>1 /5</div> |
| Evidence quality     | <div><div></div></div> <div>3 /5</div> | <div><div></div></div> <div>2 /5</div> | <div><div></div></div> <div>5 /5</div> |

### Where would further investment make sense, and what could hold it back?

The team’s expansion pre-read separated public signals, hypotheses and missing internal data. Here, three fictional markets show how that works.

## Beta has more headroom. Gamma has less complexity.



Beta has the most growth capacity, the highest complexity and the weakest evidence. Gamma offers stronger margin and data, but less room to grow. The choice depends on the investment objective and the actual economics of both markets.

Decision for this example

**There is no winner yet. Check whether Beta's growth pays for its complexity, and whether Gamma's smaller headroom meets your objective.**

### Economics

What are the contribution margin, acquisition cost and retention in each market?

### Operations

Can logistics and the team handle growth? Which additional costs would it create?

### Decision

How much will we invest, what must hold true and when would we stop further investment?

#### Origin of this sample

A public reconstruction of the team's earlier expansion pre-read. The original model matrix is retained; all markets and values are fictional.

#### Limits of the conclusion

A model study with no claim of completed expansion or client results.

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