

U.S. Service Sectors Ripe For Investment

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Abstracts

There are many untapped niche markets that exist, especially in the service and healthcare sectors. Either it's an emerging or nascent market that hasn't been discovered, or is too small to be considered by large companies. Yet, they can be very profitable and may have huge potential for growth.

This is a completely new Marketdata report. The following six sectors are covered, in terms of the void in the market, why demand exists, the proposed concept or service, background about the market's dollar potential, scalability, competition, potential end-user demand, estimated start-up costs, franchising potential, and a comprehensive list of resources for follow-up.

Covered:

- 1) A medical weight loss chain built upon the Preventative Health Care Benefit of the Affordable Care Act (obesity screening & counseling service)
- 2) Training/consulting company for MDs and other healthcare professionals that want to add a medical weight loss program to their practice.
- 3) A 24 hr. weight loss cable TV channel
- 4) A Self-improvement annual exposition and conference
- 5) A 24 hr. self-improvement TV channel
- 6) Medical foods market annual conference & trade association.

These are some of the best prospects for new ventures that Marketdata's recent independent and unbiased market research has revealed—voids in the market screaming to be filled.

Contents

Introduction & Summary

Discussion of why these six sectors are worthy of investment, Marketdata's market research expertise and insight, qualifications.

New Medical weight loss chain

Proposed concept and operating model

Why the demand? – discussion & analysis

Target customers

Strategy & existing competition

Estimated start-up costs

Market size & potential

Reference directory of market sources and experts

Tables

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Proposed concept and operating model

Why the demand? – discussion & analysis

Target customers: MDs, PAs, Nurses, RDs – no. of each in the U.S., why they are a good fit for counseling staff

Strategy & existing competition: only 2-3 consultant nationwide

Estimated start-up costs

Market size & potential

Reference directory of market sources and experts

Tables

Estimated start-up costs for a non-franchised medical weight loss center

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24 HR. WEIGHT LOSS CABLE TV CHANNEL 34-43

Proposed concept and operating model

Why the demand? – discussion & analysis, failure of Oprah's OWN Network

Provides opportunity

Target customers

Strategy & existing competition: none

Estimated start-up costs

Market size & potential

Reference directory of market sources and experts

Appendix

List of 128 Possible Content/Video Providers for Weight Loss, TV Channel – Partners (diet MDs, entrepreneurs, websites, diet companies, diet book authors, apps companies, MLM firms, OTC diet product mfrs., etc.)

Self-improvement annual exposition and conference 44-53

Proposed concept and operating model

Why the demand? – discussion & analysis

Target customers (general public, self-improvement companies)

Strategy & existing competition: none

Estimated start-up costs

Market size & potential

Reference directory of market sources and experts

24 HR. SELF-IMPROVEMENT TV CHANNEL 54-63

Proposed concept and operating model

Why the demand? – discussion & analysis

Target customers

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Are minor players with Internet TV and live seminars

Estimated start-up costs

Market size & potential

Past efforts of TSTN, The People's Network

Reference directory of market sources and experts

List

List of 68 Possible Content/Video Providers for Self-Improvement TV Channel Partners (motivational speakers, personal coaches, holistic institute directors, book authors, etc.)

Medical foods market annual conference & trade association 64-74

Definition of medical foods, products, how used

Proposed concept and operating model

Why the demand? – discussion & analysis of diseases & conditions that can be treated via medical foods (depression, Alzheimers, osteoporosis, chronic pain, fibromyalgia, etc.)

Target customers: retail pharmacists, MDs, nursing homes, hospital
Infant care units, dietitians, other healthcare facilities

Strategy & existing competition: none

Estimated start-up costs

Market size & potential: 2011, 2015, 2020 F

Reference directory of market sources and experts

List

List of the 29 medical foods manufacturers

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