



CREO Market Sizing Guide

Applications Due March 11th, 2022 at 11:59PM

Lucas Gordon, Managing Partner
Sahil Tyagi, Managing Director
Richard Li, Managing Director

Interview Information

Interview methods and the skills they measure

Interview Details

First Round Interview - March 12th to 14th

Length: 13 minute interview with 2 minute question period

Format: 3 behavioral questions (TMAY +2) and 1 market sizing question

Interviewers: Lucas Gordon, Sahil Tyagi, Richard Li

Skills Assessed: Oral communication, structured thinking, critical thinking, quantitative analysis, initiative, and commitment

To Bring: Paper and a pen (no calculator allowed)

Second Round Interview - March 21st to 22nd

Length: 18 minute interview with 2 minute question period

Format: 2 behavioral questions and 1 case exercise

Interviewers: 3 executive members and 1 non-executive member

Skills Assessed: Oral communication, business logic, quantitative analysis, creativity, and past experiences

To Bring: Paper and a pen (no calculator allowed)

Skills Assessed

Problem Solving and Analysis

- Business Acumen
- General Logic
- Qual Analysis
- Quant Analysis

Written and Oral Communication

- Clarity
- Professionalism
- Structure
- Synthesis

Character and Commitment

- Leadership
- Collaboration
- Growth Potential
- Initiative

Creativity and Culture

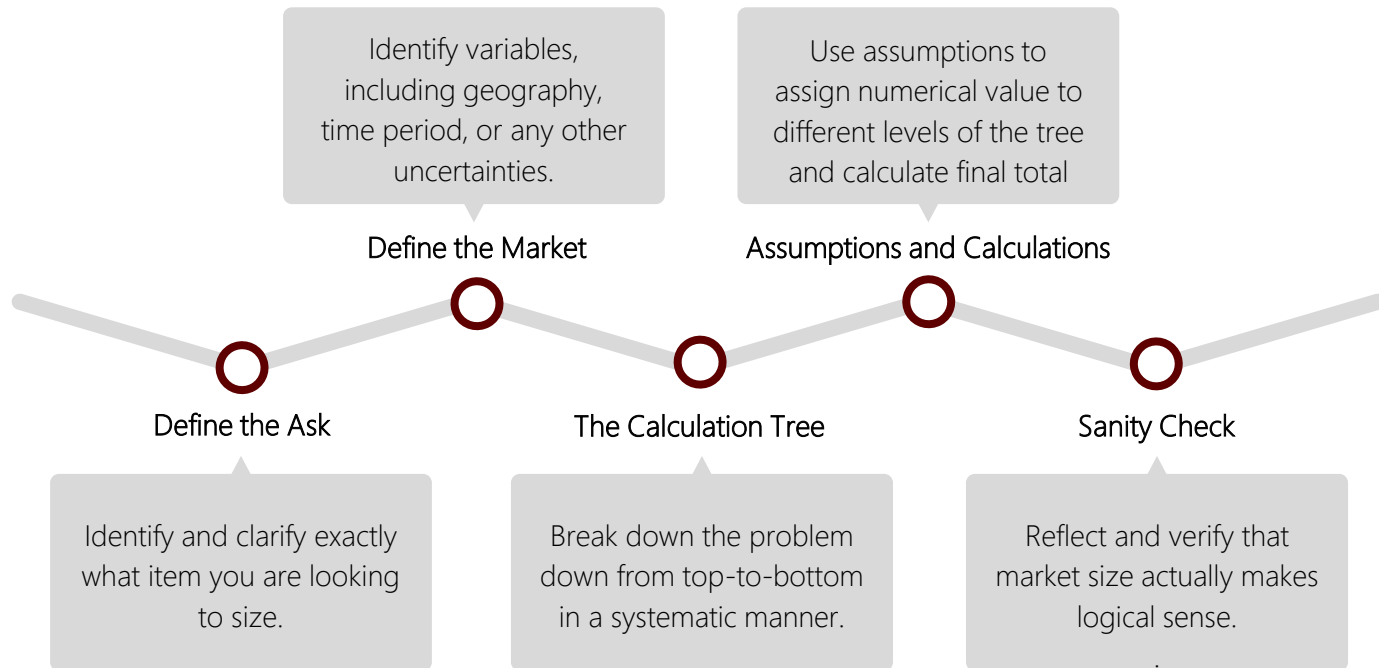
- Transformational
- Exploratory
- Teamwork
- Interests

Market Sizing: Overview

Defining and classifying market sizing questions

Market sizing questions aim to understand the size of a market in a specific time period through problem solving and logical assumptions

Typical Market Sizing Process



Example Question

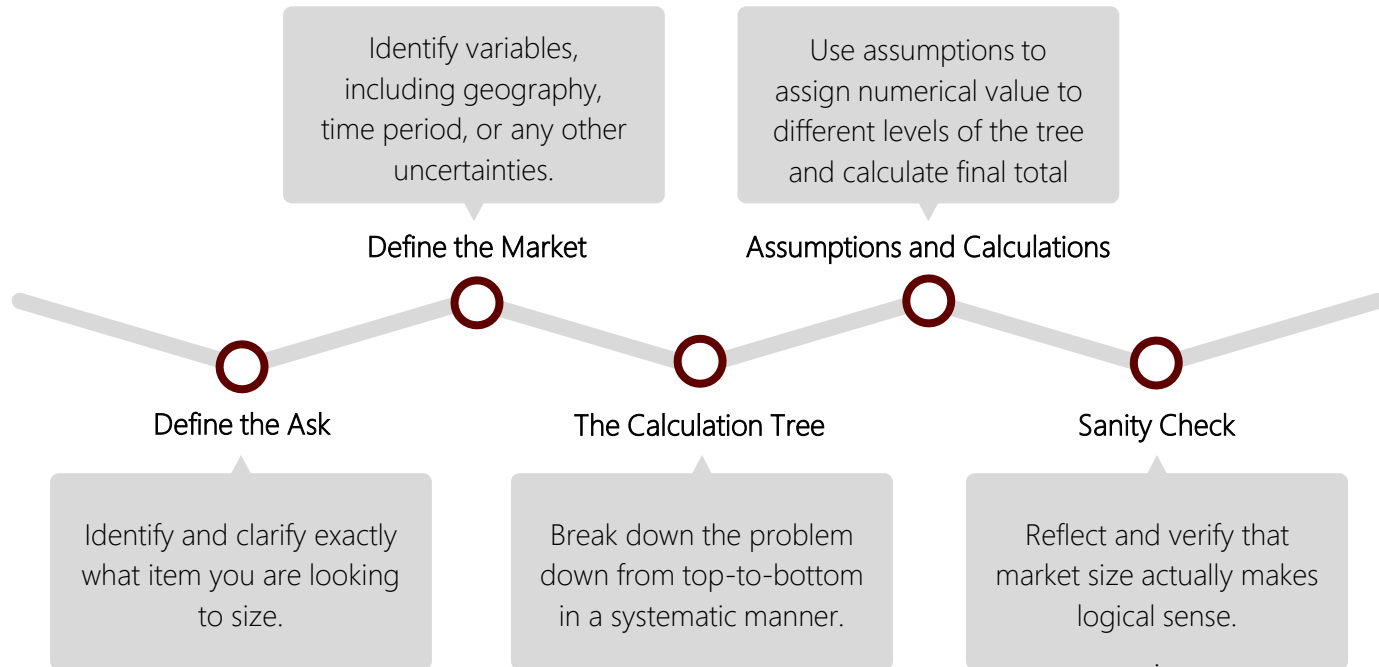
An Illustrative Market Sizing Example

How many chocolate bars are sold in Kingston in one year?

Key Steps to Success

6 Steps that will ensure a successful analysis of a given market

Typical Market Sizing Process



Ensure active communication with interviewers

Calculation Tree

Comprehensive breakdown of calculations and justification

Calculation Tree Example

Total Population

Population of Kingston: 120,000

Break down into more granular categories

1. Health Nuts: 30,000
2. Chocolate Bar Consumers: 90,000

Add information related to granular categories

- A. High Frequency (Daily): 10,000
- B. Medium Frequency (Weekly): 50,000
- C. Low Frequency (Monthly): 30,000

Arrive at final result for each category

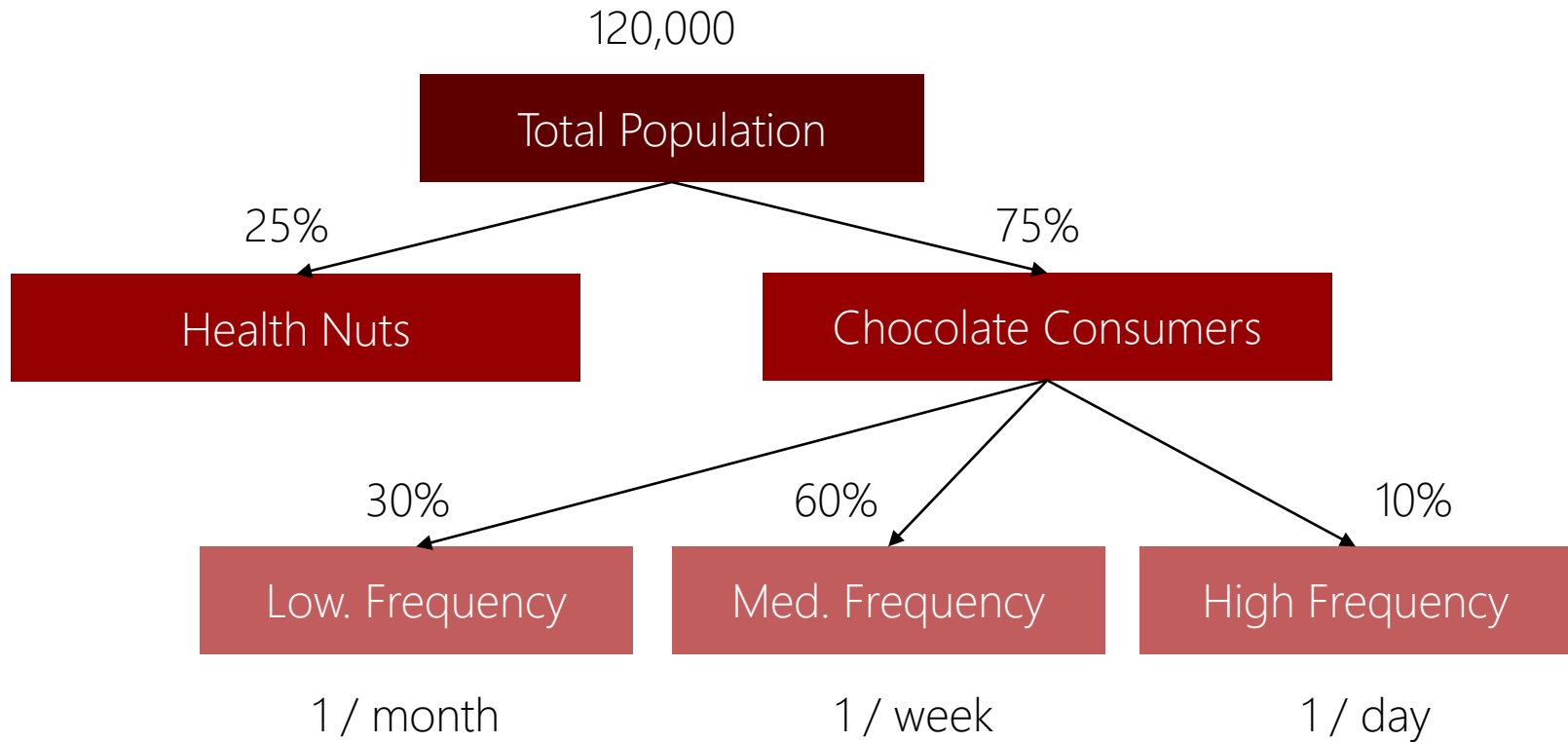
- A. $10,000 \times 30 = 300,000$
- B. $50,000 \times 4 = 200,000$
- C. $30,000 \times 1 = 30,000$

Sum totals from each category to arrive at final result

Total: 530,000

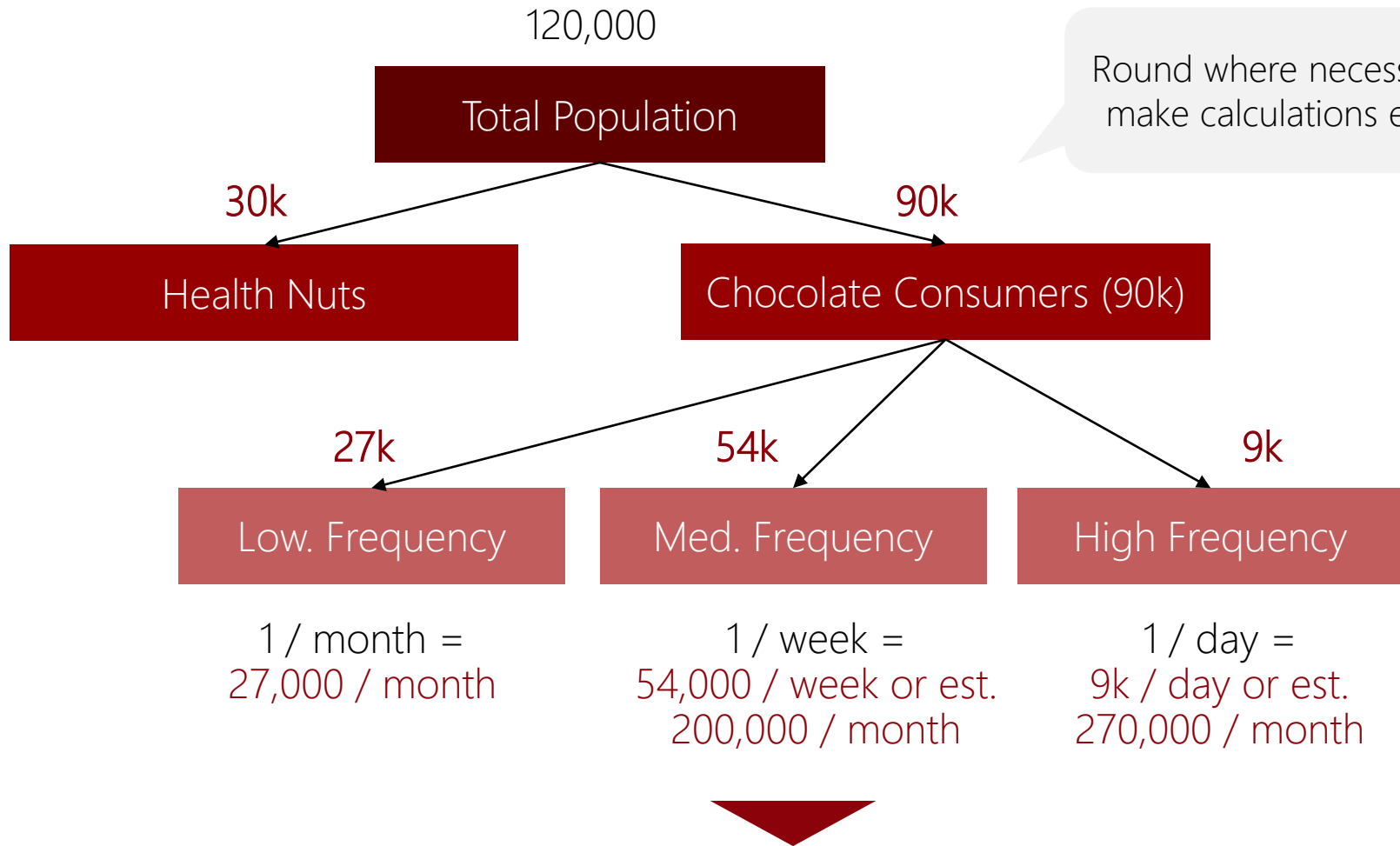
Calculation Tree Visualization

Comprehensive breakdown of calculations and justification



Calculation Tree Visualization

Comprehensive breakdown of calculations and justification



Round where necessary to make calculations easier)

Total Per Month = 30,000 (rounded) + 200,000 + 270,000 = 300,000
Total Per Year = 300,000 * 12 = 3,600,000

General Tips and Suggestions

Best practices to ensure a successful interview

Structure



Consistently communicate your thinking throughout the interview

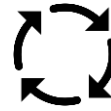


Layout your structure before attaching values to outputs



Don't rush into the market sizing, take a second to think things through before starting

Assumptions



Don't worry if your assumptions are off; we are interested in the thought-process



Ensure your assumptions are backed with logic and be ready to have your ideas challenged



Assumptions may be grouped, but reasoning should be clear to the interviewer

If anything, remain relaxed and be confident in your answers!