



# CREO Market Sizing Guide

Applications Due March 10<sup>th</sup>, 2023, at 11:59 PM ET

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# Interview Information

*Interview methods and the skills they measure*

## Interview Details

### First Round Interview - March 12<sup>th</sup> to 14<sup>th</sup>

Length: 13 minute interview with 2 minute question period

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

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 21<sup>st</sup> to 22<sup>nd</sup>

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

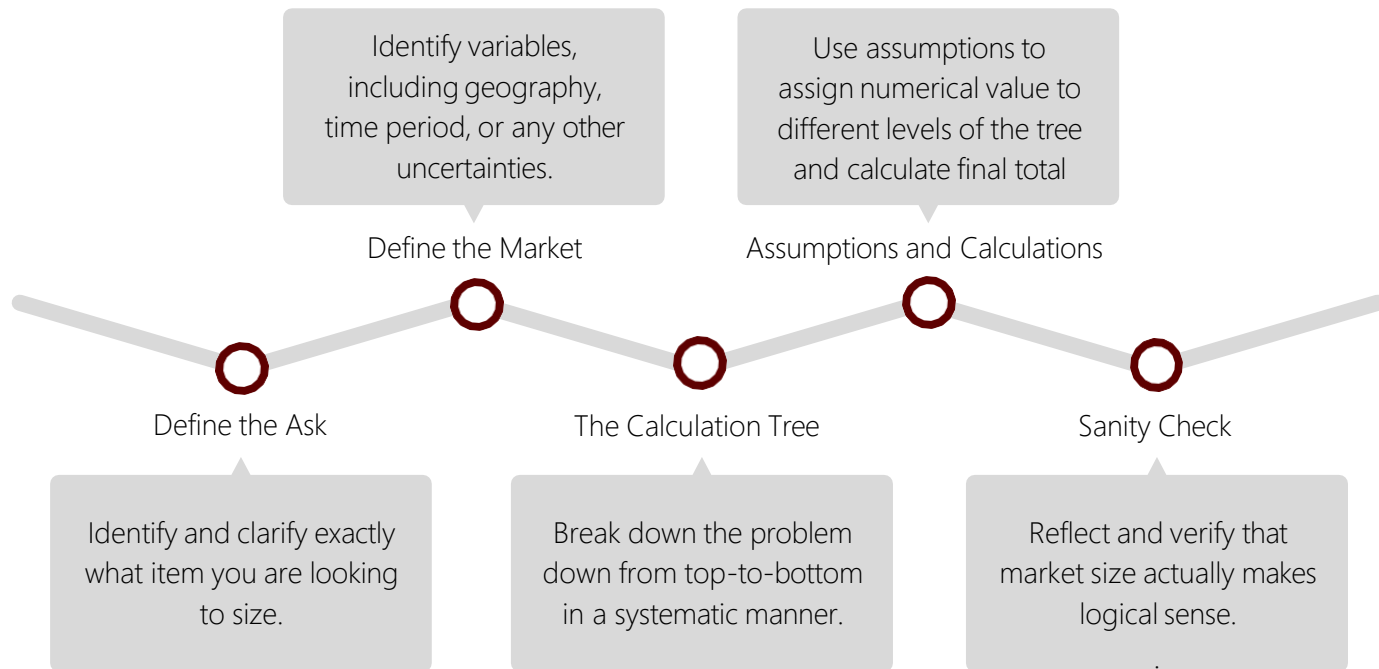
- Transformational
- Exploratory
- Teamwork
- Interests

# 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

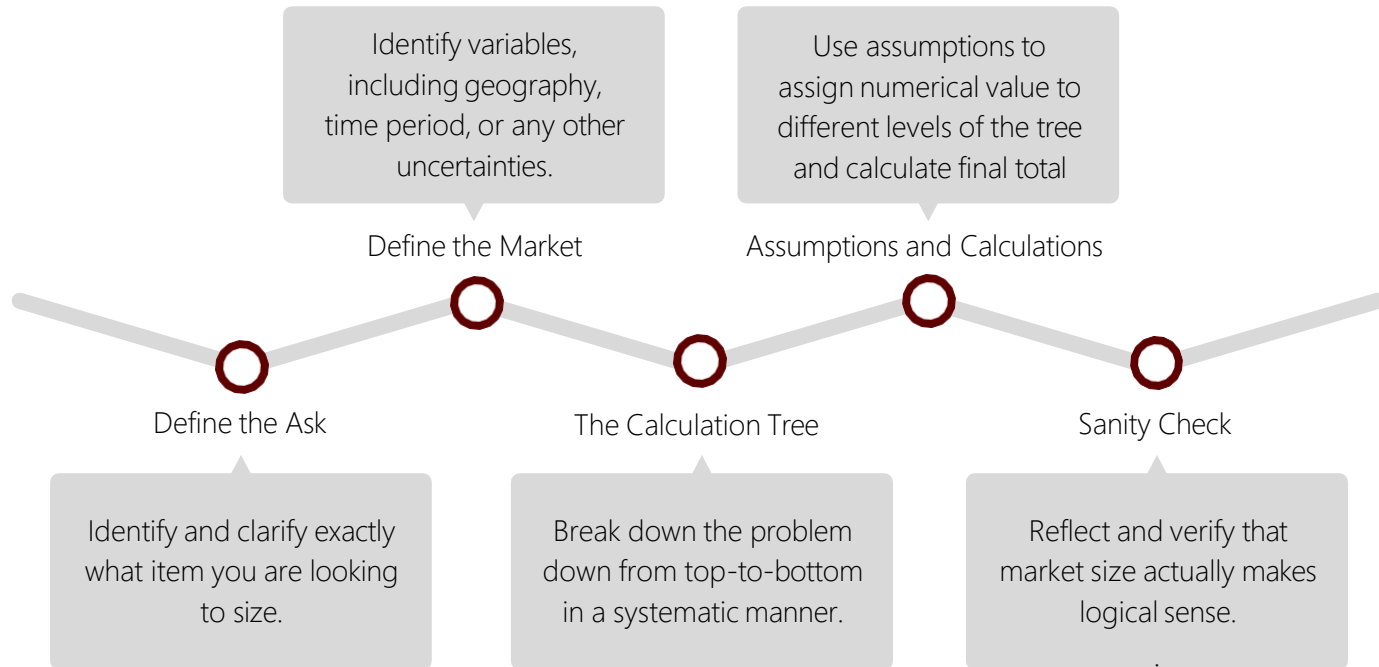
*An Illustrative Market Sizing Example*

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

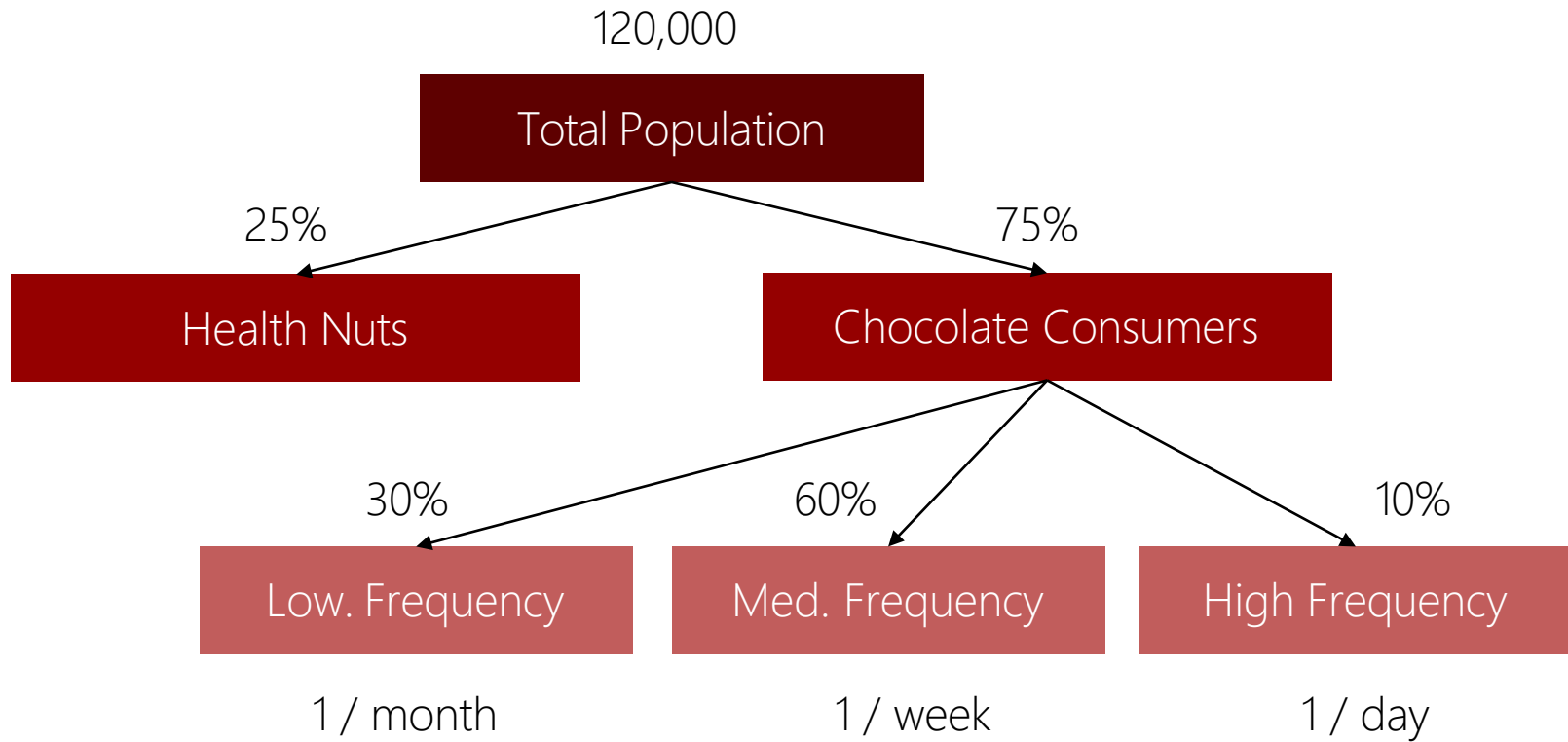
- A.  $10,000 \times 30 = 300,000$
- B.  $50,000 \times 4 = 200,000$
- C.  $30,000 \times 1 = 30,000$

Sum totals from each category to arrive at final result

Total: 530,000

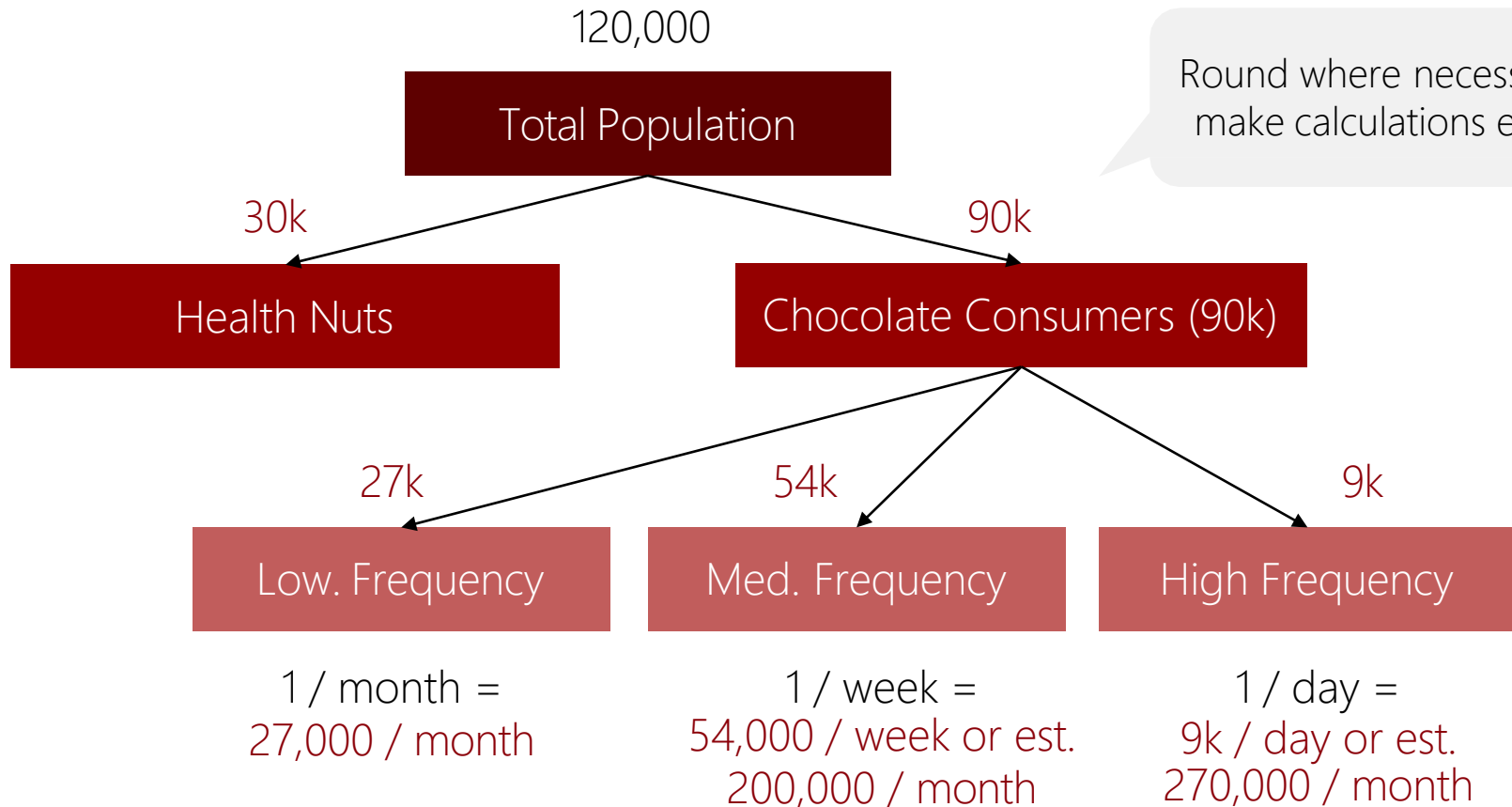
# Calculation Tree Visualization

*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

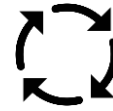


Layout your structure before attaching values to outputs



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!