MARKET RESEARCH UNIVERSE



MRUnavigator™ Platform

An India-based and the World's first real-time market research platform for startup ideation, business planning, Go-To-Market (GTM) strategy, and launching.

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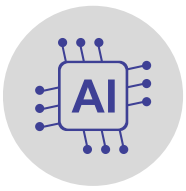
- Industries we cater to



Energy & Sustainability



Healthcare & Medicine



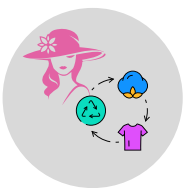
Technology & Innovation



Automotive & Transportation



Chemicals & Materials



Fashion & Beauty



Appliances & Electronics



Geopolitics, Public Policy

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MRUnavigator Platform

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MRUnavigator ™ Platform

An India-based and the World's first real-time market research platform for startup ideation, business planning, Go-To-Market (GTM) & launching.

MRUnavigator is an **India-based and the World's first real-time market research platform & tool for startup ideation, business planning, and Go-To-Market (GTM) Strategy, and Launching.** It seamlessly integrates real-time market research, trends, growth forecasts, competitive intelligence, and 500+ startup ideas and 10,000+ business niche opportunity tracking — all within a centralized, easy-to-navigate ecosystem. Built in India for the world, it empowers founders, CXOs, investors, researchers, academicians, management students to build data-driven, market-fit ventures and create successful, future-forward businesses.

Built in India for the world, it empowers **Startup Founders, CXOs, investors, researchers, academicians, management students,** and **anyone aspiring to** build data-driven, market-fit ventures and create successful, future-forward businesses.

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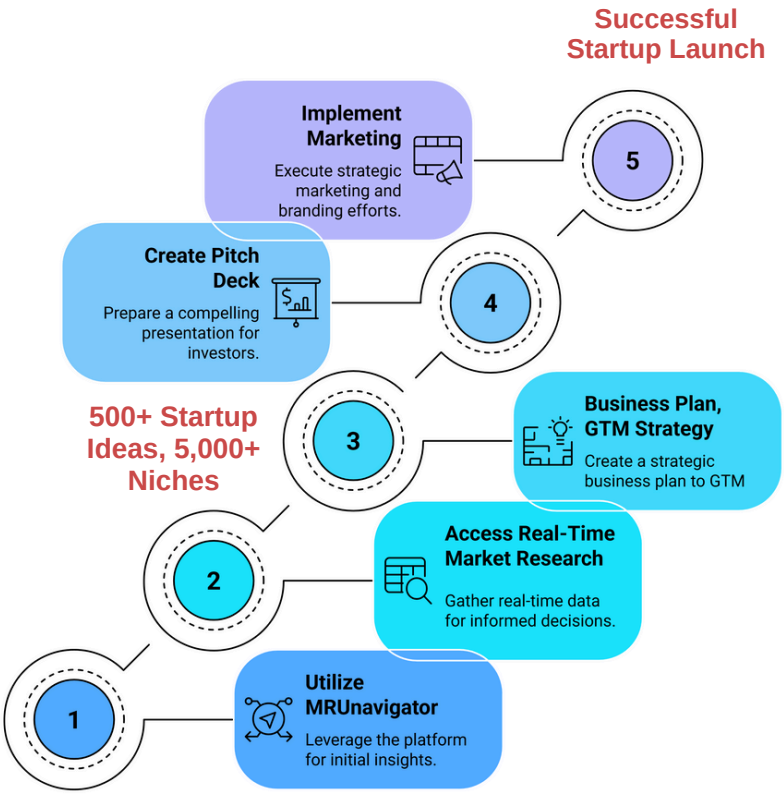
01 MRUnavigator for Business Planning & Launching

MRUnavigator >> Startup Business Planning — an India-based and the World's first real-time market research platform for startup ideation, business planning + pitch deck creation, and Go-To-Market Execution!

MRUnavigator is a unique digital platform for real-time market research, strategic business planning, investor-ready pitch decks, and GTM execution. Designed for startup founders and SMEs, it delivers insights on markets, trends, competitors, and consumers—helping you turn ideas into actionable, data-driven strategies. Built in India for the world, it empowers founders, CXOs, investors, researchers, academicians, and students to create market-fit, future-ready businesses.

- **Real-Time Startup Business Opportunity** Tracker Dashboard
- **Market Potential and Growth Trends** Analysis Dashboard
- **Competitor Analysis** Dashboard
- **Opportunity and Business Niche** Tracking
- **Business Plan Pitch Deck + Templates**
- **BUSINESS PLAN REPORT**: Purchase the Premium Business Plan Report with up to 30% Discount!
- Financial Modeling & Projection Tools
- Industry-specific insights & business niche tracking
- Priority customer support



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02 MRUnavigator for Market Research & Strategy

MRUnavigator >> Market Research & Strategy is a next-generation market intelligence platform crafted to support informed decision-making. It seamlessly integrates real-time market trends, predictive forecasts, competitive intelligence, and opportunity tracking — all within a centralized, easy-to-navigate ecosystem.

Whether you're a **startup founder, CXO, investor, policymaker, or part of the academic and research community**, MRUnavigator offers the strategic insights you need to stay ahead in a rapidly evolving market.

- **Opportunity Signal Tracker** (*Live or Weekly Refreshed*) – Real-time business trigger
- **Market Watch Dashboard** to monitor trends and growth potential
- **Opportunity Deep Dives offering** complete market and GTM insights
- **Geo-Opportunities highlighting country-specific potential**, policies, and FDI flows
- **Strategic Playbooks** with actionable, step-by-step guidance
- **Voice from the Field featuring expert interviews** and consumer insights
- **Risk Radar** to identify and prepare for business threats
- **Future Signals forecasting** the next 6, 12, and 24 months
- **Business Consulting Service and Tailored Solutions:** No matter where you are in your business journey, MRUnavigator adapts to provide the most relevant data and consulting services for your business success.

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Who can use the Platform

The MRUnavigator platform is designed to empower decision-makers across diverse sectors with real-time market intelligence and strategic foresight. Whether you're a **startup founder** identifying market gaps, a **CXO** or strategic planner crafting data-driven roadmaps, an **investor or VC analyst** evaluating opportunities, a **policymaker** or **trade expert** shaping **economic strategies**, or part of the **academic or think tank** community conducting in-depth research—MRUnavigator delivers the insights you need to stay ahead of the curve.

MRUnavigator Platform User Groups

Startup Founders

Innovators who can use the platform.

CXOs & Strategic Planners

They can use the platform for planning.

Investors & VC Analysts

They can use the platform for investment.

Policymakers & Trade Experts

They can use the platform for policy making.

Academia & Think Tanks

They can use the platform for academic research.



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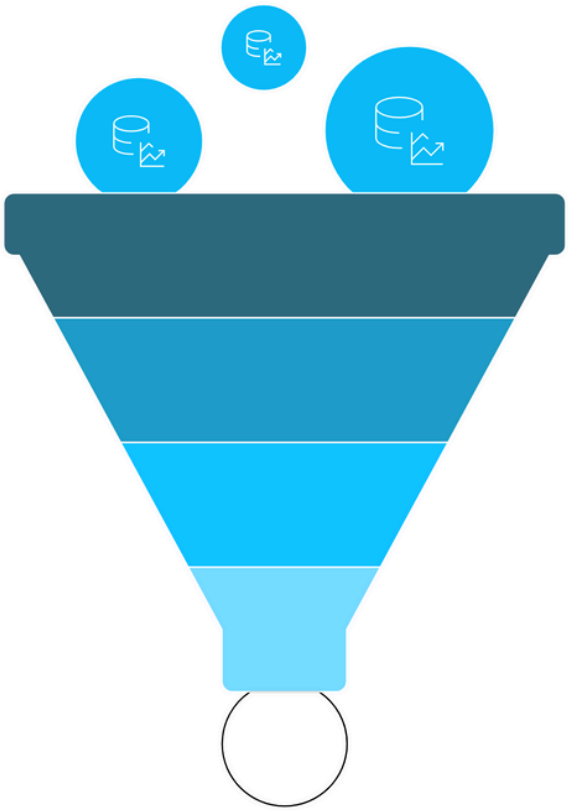
MRUnavigator for Strategy and Business Planning Funnel





Opportunity Identification

Opportunity Signal Tracker (Live or Weekly Refreshed) – Real-time market trends, opportunity and business niche tracking

Market Analysis

Evaluating market size, trends, growth potential, competitive analysis, and consumer insights

Strategic Planning

Developing actionable strategies: Go-To-Market (GTM)

Business Planning

Creating detailed business plan report, financial modeling & projections, and pitch deck.

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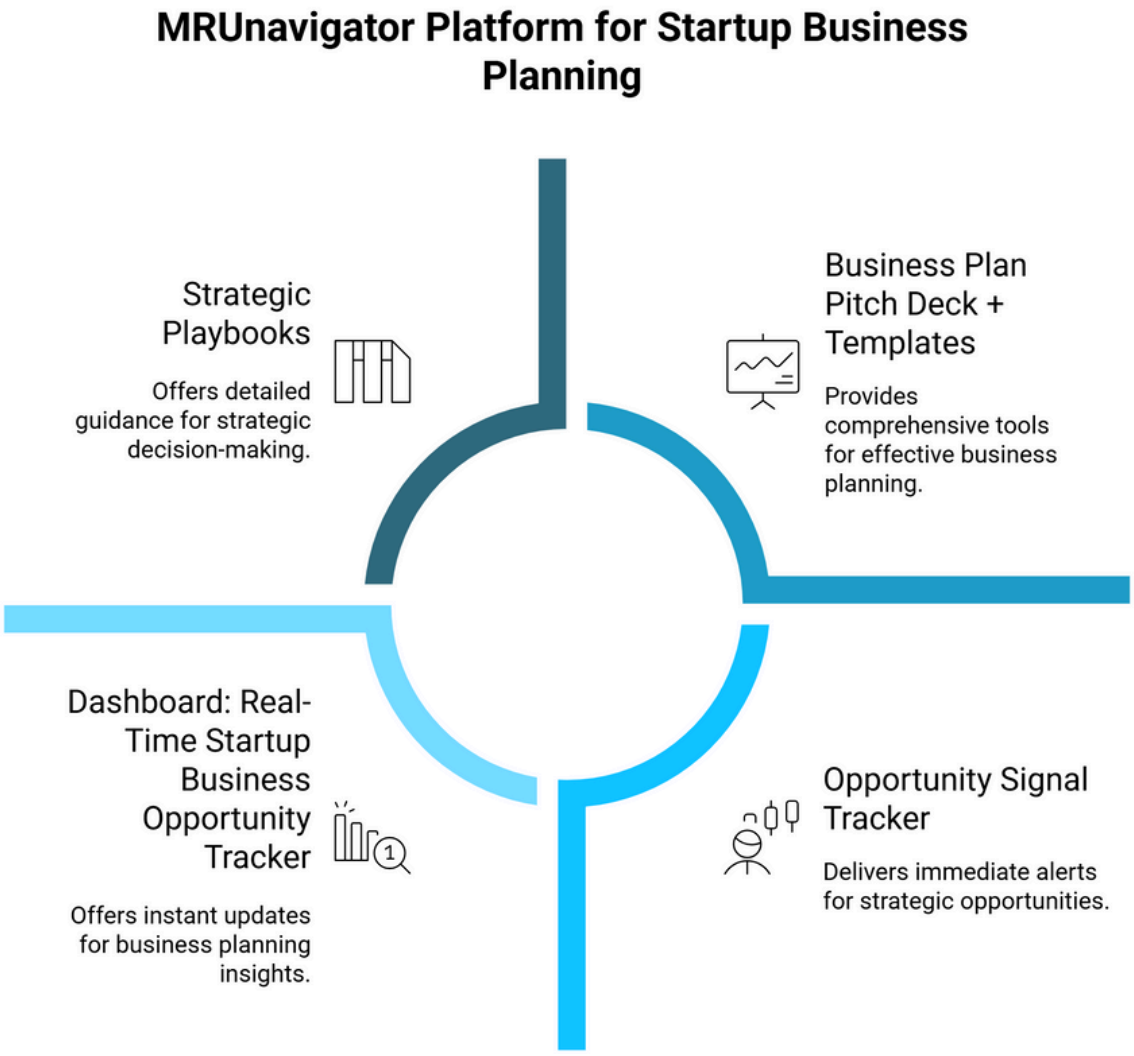
MRUnavigator for Startup Business Planning + Pitch Deck





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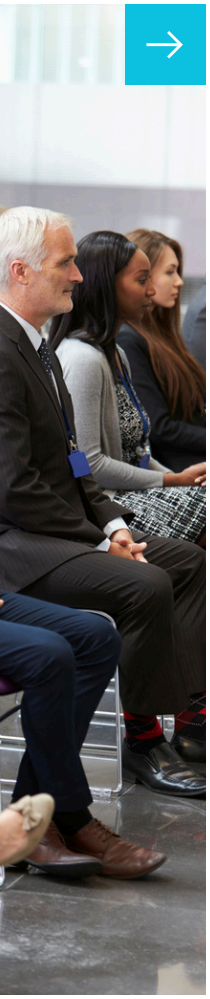
8-Step Solution for Real-Time Market Trend and Opportunity Tracking



MRUnavigator Platform Cycle



1 Identify Opportunities

Use the Opportunity Signal Tracker to find potential business triggers.

2 Analyze Market Trends

Utilize the Market Watch Dashboard to understand real-time market trends.

3 Conduct Deep Dives

Explore market, competition, and GTM insights thoroughly.

4 Assess Geo-Opportunities

Evaluate country-wise potential with policy and investment insights.

5 Develop Strategic Playbooks

Create step-by-step action guides for implementation.

6 Gather Field Insights

Collect on-ground expert interviews and consumer polls.

7 Forecast Future Signals

Predict trends for the next 6, 12, and 24 months.

8 Business Planning

Creating detailed business plan report, financial modeling & projections, and pitch deck.

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MRUnavigator User Range from Operation to Strategic Decision Making

MRUnavigator users range from operational to strategic focus.



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User-Based Features of the MRUnavigator Platform



MRUnavigator Platform Users and Features

Characteristic	Startup Founders & Innovators	CXOs & Strategic Planners	Investors & VC Analysts	Policymakers & Trade Experts	Academia & Think Tanks
Opportunity Signal Tracker	Real-time business trigger	Real-time business trigger	Real-time business trigger	Real-time business trigger	Real-time business trigger
Market Watch Dashboard	Monitor trends, growth	Monitor trends, growth	Monitor trends, growth	Monitor trends, growth	Monitor trends, growth
Opportunity Deep Dives	Market, GTM insights	Market, GTM insights	Market, GTM insights	Market, GTM insights	Market, GTM insights
Geo-Opportunities	Country-specific potential	Country-specific potential	Country-specific potential	Country-specific potential	Country-specific potential
Strategic Playbooks	Actionable guidance	Actionable guidance	Actionable guidance	Actionable guidance	Actionable guidance
Voice from the Field	Expert, consumer insights	Expert, consumer insights	Expert, consumer insights	Expert, consumer insights	Expert, consumer insights
Risk Radar	Identify business threats	Identify business threats	Identify business threats	Identify business threats	Identify business threats
Future Signals	Forecasting future trends	Forecasting future trends	Forecasting future trends	Forecasting future trends	Forecasting future trends
Business Consulting	Tailored solutions	Tailored solutions	Tailored solutions	Tailored solutions	Tailored solutions
Startup Opportunity Tracker	Real-Time Dashboard	Real-Time Dashboard	Real-Time Dashboard	Real-Time Dashboard	Real-Time Dashboard
Market Potential Analysis	Growth Trends Dashboard	Growth Trends Dashboard	Growth Trends Dashboard	Growth Trends Dashboard	Growth Trends Dashboard
Competitor Analysis	Competitor Dashboard	Competitor Dashboard	Competitor Dashboard	Competitor Dashboard	Competitor Dashboard
Business Niche Tracking	Opportunity Tracking	Opportunity Tracking	Opportunity Tracking	Opportunity Tracking	Opportunity Tracking
Business Plan Report and Pitch Deck	Business Plan and Pitch Deck creation	Business Plan and Pitch Deck creation	Business Plan and Pitch Deck creation	Business Plan and Pitch Deck creation	Business Plan and Pitch Deck creation
Business Plan Report	Premium Report	Premium Report	Premium Report	Premium Report	Premium Report
Financial Modeling Tools	Projection Tools	Projection Tools	Projection Tools	Projection Tools	Projection Tools
Industry-Specific Insights	Business Niche Tracking	Business Niche Tracking	Business Niche Tracking	Business Niche Tracking	Business Niche Tracking
Customer Support	Priority Support	Priority Support	Priority Support	Priority Support	Priority Support

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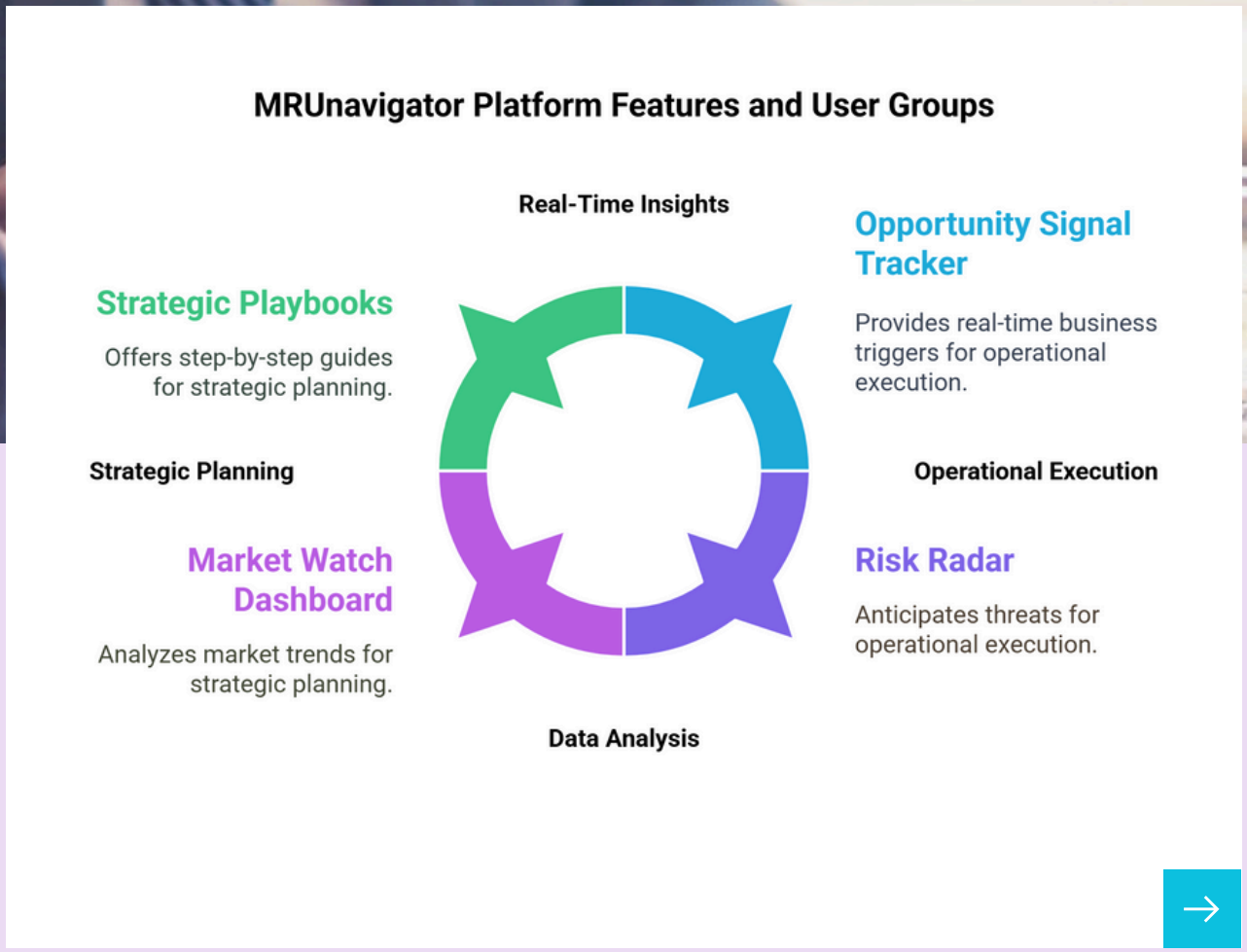
Use of the MRUnavigator Platform Based on Business Conditions and Market Needs



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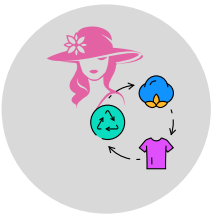
Industries We caters to...

Energy & Sustainability

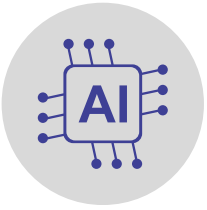
Healthcare & Medicine



Chemicals & Materials



Fashion & Beauty



Technology & Innovation



Automotive & Transportation



Appliances & Electronics



Geopolitics, Public Policy

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MRUnavigator Platform

Membership Plans

A versatile solution for all your research & data needs

FREE PLAN : US$ 0

ACCESS DETAILS

- View Access to Entire Platform (MRUnavigator Platform)
- Free Data Charts Access
- Access to Industry Megatrends & Opportunity
- Free monthly MRU magazine access
- Future Market Trends/ Industry Updates with Notification

Signup a Free Account

BASIC PLAN : US$ 60 (₹5000) / Month

Billed monthly $60 (₹5000), quarterly (15% off) or yearly (25% off)

ACCESS DETAILS

- Interactive Dashboard Access
- All Data Charts / Statistics Access
- Download Data Charts in PPT, PDF, JPG
- License to use "data citing MRU"
- Buy a premium "Market Report "with 30% discount
- Buy a premium "Business Plan Report" with 30% discount
- Business Plan + Pitch Deck

Signup a Basic Account

ELITE PLAN: US$ 350 (₹30,000) / month

Billed monthly $350 (₹30,000), quarterly (15% off) or yearly (25% off)

ACCESS DETAILS

- All Basic Plan 's Access +
- Data Package (XLS) Access & Download
- Buy a premium "Market Report" with 50% discount
- 30% to 50% Customization Support

Buy a premium "Business Plan Report" with 70% discount

- Business Plan + Pitch Deck
- 30% to 50% Customization Support
- Service Support

Signup a Elite Account

PREMIUM PLAN: US$ 550 (₹47,000)/ month

Billed monthly ($550 (₹47,000), quarterly (15% off) or yearly (25% off)

ACCESS DETAILS

- All Basic & Elite Plan's Access +
- Dedicated Account Manager
- Dedicated Analyst Support
- 100% Customization Support
- Service Support: 24*5 Service Support

Signup a Premium Account



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Share your requirements, and we'll design a bespoke package just for you!

Book a Strategy Call with Our Principal Consultant, Mr. Mirdul Amin Sarkar

BOOK NOW

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Meet Our Founder & Principal Consultan



Mirdul Amin Sarkar

Market Research Mentor, Consultant,
Founder @ Market Research Universe.

- **India's top market research trainer/mentor, and consultant**
- **10+ years in market research, strategy, and startup consulting**
- **Author of 2 Books, Speaker, Guest Lecturer in various colleges**

AWARD WINNER of the Title--"Most Comprehensive Market Research Consultancy & Training Academy-India" by Acquisition International (AI).

MEDIA FEATURED as--(1.) "India's Youngest and Top Market Research Trainer and Mentor"
(2.) India's 1st Real-Time Market Research Platform for Startup Ideation, Planning & Launch" in several prestigious media outlets, including Business Standard, The Tribune, ANI News, The Print, etc.

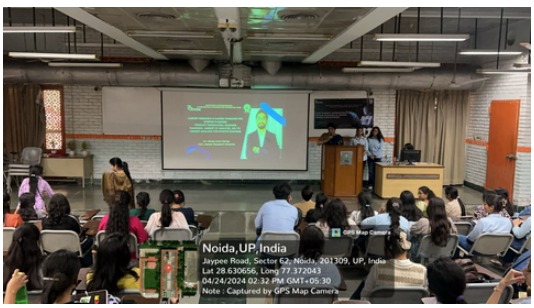
FEATURED IN

Startup STORY · BS Business Standard · ANI NEWS · ThePrint

GUEST SPEAKER

Jaypee Institute of Information Technology · IARE INSTITUTE OF AERONAUTICAL ENGINEERING · OP JINDAL GLOBAL UNIVERSITY · NSHM KNOWLEDGE CAMPUS







Mirdul Amin Sarkar · 1st
Founder @Market Research Universe I Author I Speaker I Trainer/Mentor : 1000+ Candidates I Market Research Consultant I Startup-Mid-Large Business Consultant I Marketing Consultant I Podcast Host
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Request a Demo for the MRUnavigator Platform, to understand all its features!

BOOK A DEMO

NEED IMMEDIATE REPLY?

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CONTACT US:

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About Us

Market Research Universe (MRU) is a market research-driven business consulting, consumer & marketing strategy, and training & knowledge center. Our revolutionary SaaS-based platform, MRUnavigator, is a unique and unmatched tool for real-time market trends, forecasts, market competition, growth, and business opportunity tracking!

We leverage comprehensive market research, cutting-edge data analysis, and expert training & knowledge sharing activities to deliver actionable insights. Our services are tailored for ***startup founders, C-level executives & strategic planner, business decision-makers, Investor & VC, policy makers, research professionals, and academia & think tanks*** . MRU offers a diverse range of services, including market research, primary research, survey & data collection, data analysis, marketing and consumer strategy, business plan + pitch deck creation, and expert training & knowledge sharing.

Our Services



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Click to Explore the Platform

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