Consulting Agenda

I.   Product Review and Demonstration
   a. Demonstration of product
   b. Discuss development technologies
   c. Discuss management team and employee base
   d. Discuss existing client base
   e. Discuss firm ownership and their long term goals

II.   Market Trends and Overview
   a. Discuss the position of the product in the marketplace
   b. Define the target market
   c. Review existing competition and their success
   d. Discuss future direction
   e. Competitive positioning and strengths
   f. Product evaluation for maximizing profitability

III.   R&D
   a. Hiring programmers
   b. Product definition and development
   c. From visionary to marketable product
   d. Technology partners
   e. Usability tests and UI issues
   f. Creating specs and tracking bugs/enhancements

IV.   Technical Support
   a. Staffing
   b. Response times and hours

c. Training

V. Product Pricing
   a. How pricing effects potential customers
   b. How pricing effects distribution channels
   c. Determining correct pricing for the product and market
   d. Variable vs Fixed
   e. Maintenance Fees

VI. Distribution
   a. Discuss direct sales vs outside sales
   b. Review commission structures and sales expenses
   c. Consider selling partnerships with existing leaders

VII. Marketing
   a. Public relations – articles and speaking
   b. Advertising
   c. Tradeshows
   d. Lead generation and handling
   e. When is the product ready for the market
   f. Selling to the first clients or new segments
   g. Finding and managing the sales force

VIII. Accounting Issues
   a. How to budget for development, marketing, and management
   b. Startup ratio's vs mature software company
   c. Funding overview
   d. Time to profitability

IX. Exit Strategy

a. Potential acquirers
b. Selling shares to strategic partners
c. Raising funds
d. Board of Directors formation