

STRATEGY

Global Business
Development



PLAN | PROMOTE | PROFIT

Specialized for Emerging Growth & Mid-Cap Operations
Best Practices from a Macro Market Perspective



BUSINESS PLAN

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BUSINESS PLAN

Best Practices. Fresh Eyes. Gap-closing solutions.

❑ PROJECT CASE

Established business with proven viability; limited scale. Offering: DoD based technology framework (eProcurement). Target sectors: government, plus education, 3rd hybrid. Founder and Executive Team provide expertise in tech engineering and development, government sector, regional contacts in the education sector. Needed: Market Analysis, BP, persuasive positioning.

❑ TIME/BUDGET

- ✓ Under 100 project hours

❑ GOAL

- ✓ Secure funding in order to scale in the US & expand internationally

❑ CLIENT GAPS

- ✓ Lack of business acumen (tech expertise), and lack of plan to scale
- ✓ Lack of experience: persuasive positioning for Investor Candidates
- ✓ Lack of Brand & Marketing awareness to support plan for scaling



SUCCESS

❑ RESULTS

- ✓ Interest from Morgan Stanley
- ✓ Interest & Funds from Investor Candidates
- ✓ Selected their preferences: Investors & Deal Structure
- ✓ Secured funding for US scaling & UK expansion

❑ THE CLIENT SAYS:

“One of those rare gems that we often look for but can never seem to find, almost mythical. High level of intellect and vast experience, coupled with deep personal honor, yield results that are 2nd to none. Approach, perspective, and recommendations exude Fortune 500 Executive with a twist...trustworthiness.

*On time and on point you can't go wrong entrusting Tina with your **STRATEGY**. I very much look forward to working with her again.”*

Market Analysis &
BUSINESS PLAN



Client's Overview:

From Digital Equipment's PDP mainframes of the 1970's to nanotechnologies of today, we strive to lead the industry in design, development, and deployment of the most advanced solutions for ERP, HRMS, CRM, sourcing, procurement through to payment, warehousing and inventory control, and more.

Our staff is comprised of some of the industry's most seasoned, experienced business and technical talent. Our scientists and technical staff have combined applications development experience, having designed and developed procurement, sourcing, and logistics solutions for some of the world's largest organizations and government agencies using customizable, proprietary software as a service (SaaS) technology with mission critical, highly secure, methodologies and architecture housed within Tier IV data-centers. Methodologies include, but are not limited to: Annual Business Continuity Plans, Risk Management Framework, Crisis Planning, SAS70 Type II and PCI compliance as a baseline.

Simply put, we are driven by our passion for inventing solutions to solve business challenges, and perfecting those solutions in order to thrill our customers.

- 📈 Vision, Mission, Purpose, Core
- 📈 Business Model
- 📈 Pain Points: Expansion
- 📈 Market & Targets
- 📈 Revenue Model
- 📈 Logic of Timing
- 📈 Resources, Launch
- 📈 Team Profile & Allocations
- 📈 Projected Solution(s)



PLAN

- 1) Business & Strategic Plans
- 2) Business Model Viability
- 3) Position for Funds: Investor Brief
- 4) Identity & Brand Development
- 5) Demand Analysis, Pricing
- 6) Compensation Models
- 7) Channel Selection, Distribution
- 8) Product or Business Launch
- 9) Budget, Forecast, Projections
- 10) Exit Strategy Considerations



PROMOTE

- 1) Integrated Strategic Marketing
- 2) Positioning, Message Constructs
- 3) Multi-Platform Brand Alignment
- 4) Intro: Educate the Market(s)
- 5) Secure, Reinforce Awareness
- 6) Reach: Gain Brand Recognition
- 7) Media & Public Relations
- 8) Credibility, References, Wins
- 9) Assess Market Penetration
- 10) Advertising Considerations



PROFIT

- 1) Next-Level Funding Prospects
- 2) Resource Alignment to Plan
- 3) Overhead & Logistics
- 4) Replicable System Effectiveness
- 5) Growth Management, Scaling
- 6) Sales Channel Optimization
- 7) Risk Mitigation Strategies
- 8) Conservative Containment
- 9) Budget & Forecast vs. Actual
- 10) Reorganization, Turnarounds

15
YEARS



Change Agent | Growth Initiatives



STRATEGY Global Business Development

Eaton Square Business Plaza
Honolulu, HI 96836 | USA, Pacific Rim

www.StrategyGBD.com

