



# Overview of Our Practices

## CSO on Demand

CSO on Demand engages with our clients in projects that fall into three practice areas; (1) Strategy and Planning; (2) Management Oversight; and (3) Organizational Development. By offering services in all three areas, CSO on Demand offers a full suite of advisory and operational consulting solutions to support the formulation, test, refinement and scaling of each winning strategy.

## Strategy & Planning Practice

### Overview

Our Strategy and Planning Practice is oriented at perfecting winning strategies in areas that are critical to early stage companies as they try to quickly turn technology ideas and concepts into high value businesses with tangible market and business results.

Each Strategy and Planning project incorporates detailed research and analysis of:

- Competitive products and technology;
- Competitive business models;
- Target market and target customer profiles and their buying cycles and/or processes
- Opinions of key stakeholders of the company including its extended management team, customers, partners and industry analysts

Each recommendation is rationalized based on our research and analysis and is further supported by comprehensive business modeling that properly reflects the results of the analysis and the resources of the company. Finally, each recommendation reflects our commitment to drive our clients to completely align the individual elements of their strategies across their product plan, business model and their sales and service models.

### Areas of Focus

- **Product**
  - Differentiated product features
  - Sources of value from the product
- **Business Model**
  - Delivery model (technology, product, service, solution, SaaS)
  - Revenue model
  - Pricing & Packaging

- **Go-to-Market**
  - Positioning
    - SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats)
    - Value Proposition(s) Formulation for constituents
    - Elevator Pitch
  - Marketing Plan
    - Target Market Rationalization
    - Lead Generation & Marketing Programs
    - Sales Tools
    - Corporate Web Site
    - Intranet
    - Product Portal if applicable
    - Analysts & PR
    - Resource Plan
    - Budget
  - Sales Model
    - Sales Process
    - Sales Methodology
    - Channel Plan and Model
    - Sales Training
    - Forecasting Methodology
    - Sales Infrastructure and Reporting
    - Sales Goals, Targets and Proof Points
    - Resource Plan
    - Budget
  - Service Model
    - Order Fulfillment Process
    - Customer Support Model
    - Complementary Services
    - Services Model and delivery Methodology
    - Partners Program for Services Delivery
  
- **Funding Strategy**
  - When to raise funding
  - What type of funding to look for
  - How much to raise and how to use it
  - Target investors
  - Positioning for investment
  - Investor introductions
  - Investor Presentation