

Case Study

Early Stage Ventures

anonymised



Scenario

An Early Stage Venture looking to begin its commercialisation journey

In these circumstances we can:

- validate and verify the go to market strategy.
- build the initial sales/business plan.
- work with our colleagues to recruit and train the initial sales team.
- provide sales leadership and mentoring.
- identify and engage suitable channel partners (distributors and strategic OEM partners).
- Provide advice on, and help negotiate, channel partner contracts.
- Develop and test the value proposition with KoL's, potential customers etc.
- Validate pricing models.
- Establish the commercial strategy and framework to achieve initial market traction and the business plan for future growth (and funding requirements)

Due to the nature of our work we cannot always publish a case study for each project we work on, this may be due to the sensitive nature of the problems we're helping a company tackle, or due to NDAs etc. We've therefore put together a few "example" studies, of common issues and problems we've helped companies navigate. If you would like specific case studies, highlighting our work in the industry. Please reach out to use at www.georgejames-consulting.com/contact-us

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