

Managed Information Services

Case Study

Situation

A Florida based Public Firm Biometric and Information Firm with a substantial information services infrastructure, development talent and unique IP wanted to grow a new business to sell remote management and communication services. Their IP provided a PDF-like ability to enable transmission of large documents and manage remote ordering and printing, appropriate for large school systems and other institutions to reduce waste and cost of printing. The Company after initial rounds of capital, needed a fuller business plan, additional capital and management to take it to commercialization at scale.

Project Objective

- Conceive of business and rationalize market opportunity.
- Develop full business case within pragmatic ability to raise additional capital round for commercialization
- Build roadmap to implementation
- Provide senior leadership for start-up of a new Division

What we did

- Define the business
 - Market Attractiveness - Attributes include market size, market growth, profitability
 - Business Requirements - The human resources, partnerships, financial resources and plan
 - Business Strategy- The Product, Pricing and Positioning elements for success and risks
- Define the Roadmap for implementation and costs
- Create the Business Case and present to Board
- Assisted in securing next round financing and build out first stage sales and marketing plan.

Results

- Secured Financing of \$3M, Staffed Senior Sale Executive and national sales team, designed and implemented sales metrics and reporting, Designed and sourced Marketing Com. . Implemented Channel Strategy to sell initial key clients in School Systems. Demonstrated sustainability of the business plan and requirements for future investments in product development and sales to grow the business. Company sold technology and managed service to Private Equity group as part of Role Up.
- Total Engagement of 12 months.