



Distinctive
Strategy
Consulting

Business Case

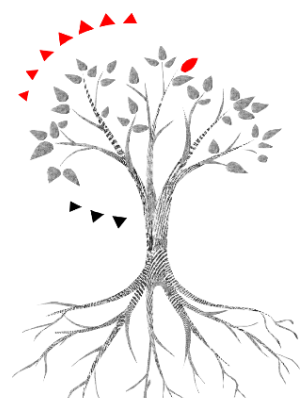
“Feasibility Analysis of Business Plans”

Innovating.Clients.Success



“Feasibility Analysis of Business Plans”

Industry	High Tech
Functional Practices	Corporate Strategy / Corporate Finance
Client Description	The client is a high tech start-up company that has set a goal for himself of making high performance data centers more efficient. The innovative technologies offered by the client follow specific design principles with universal benefits. Adjusted and customized to the requirements of each data center allows for the optimal cost-benefit ratio for each customer.
Mandate	For its going-to-market strategy, the client created different business cases and business plans. A feasibility analysis of the business plans in terms of their reliability and feasibility was requested to ensure accuracy and completeness to lower risk by following incorrect assumptions.
Methodology & Achievements	<ol style="list-style-type: none">1. Provided context and industry analysis in terms of market evolution, status quo and trends2. Created completeness check of business plans3. Created detailed validation of base line assumptions in terms of<ul style="list-style-type: none">○ Realistic forecasted market share (total addressable market)○ Realistic forecasted revenue○ Realistic forecasted cost○ Realistic calculated cost of customer acquisition (COCA)○ Realistic derived capital needed4. Created overall evaluation of the business plans and theoretical proof of concept5. Prepared a justification report and further advice for adjusting the final chosen business plan



Please contact us for further information.
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