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# Business Case

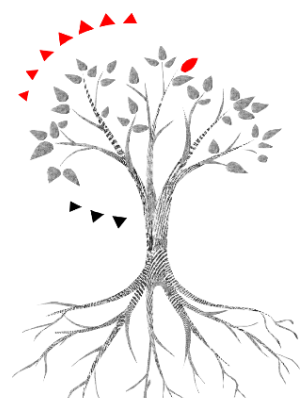
“Market Entry Strategy Development II”

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## “Market Entry Strategy Development II”

<b>Industry</b>	Retail
<b>Functional Practices</b>	Corporate Strategy
<b>Client Description</b>	The client, a web-start up, operates exclusively through online distribution channels, offering customized glasses and sun glasses on a best price basis. The aim of the client is to set new standards in the frames industry by outperforming the competition with high quality customized glasses with a best price guarantee.
<b>Mandate</b>	The client strives for a fast growth strategy within his online segment. In doing so, he needs a financial partner who can provide his first financial backup to aid in order fulfillment. To identify the right partner, support in terms of investor relations was requested.
<b>Methodology &amp; Achievements</b>	<ol style="list-style-type: none"><li>1. Conducted a strategy workshop regarding the needed capital and the planned use of the capital</li><li>2. Verification of a (self-prepared) company valuation and return on investment expectations was performed</li><li>3. Prepared a pitch presentation</li><li>4. Developed a long list of potential investors</li><li>5. Strategy workshop was held to define funnel criteria for the long list</li><li>6. Developed a short list of potential investors</li><li>7. Set up contacts and appointments with potential investors</li></ol>



Please contact us for further information.  
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