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# Business Case

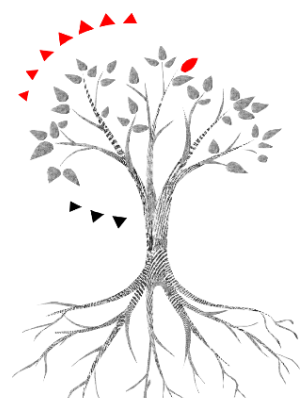
“Market Entry Strategy Development III”

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## “Market Entry Strategy Development III”

<b>Industry</b>	High Tech
<b>Functional Practices</b>	Corporate Strategy
<b>Client Description</b>	<p>The client is a software company, which bases its technology on artificial intelligence. He operates in the development and research of intelligent software systems to handle large volume communication (email, phone, fax, etc.) through automation of those processes and thus gains significant savings in terms of communication costs. The clients' software was honored with an innovation award in 2011.</p>
<b>Mandate</b>	<p>The client strives for a fast growth strategy by entering into a new market segment where his technology can be applied. By doing so, he needs a financial partner as well as a strategic partner who can provide his first financial backing and contacts within this unknown market. For identifying the right partner, support in terms of investor relations was requested.</p>
<b>Methodology &amp; Achievements</b>	<ol style="list-style-type: none"><li>1. Conducted a strategy workshop regarding the needed capital and the use of the capital</li><li>2. Verified company valuation and return on investment expectations</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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