

EDGEDWELLER

SMALL BUSINESS

Blue Magnet Partners Strategic Marketing Services

The Smartest Fastest Path to Business Growth and Value Creation
Delivered by Our Joint Venture Partner --- EdgeDweller Small Business

Assessments

PRODUCT ASSESSMENT

AN AUTOMATED COMPETITIVE ADVANTAGE (MARKET POSITION) ASSESSMENT TOOL DESIGNED TO

- EVALUATE PRODUCTS AND SERVICES ON 13 KEY ATTRIBUTES MOST CRITICAL TO HIGH PERFORMING INNOVATION IN THE MARKET PLACE TODAY
- RECOMMEND SPECIFIC IMPROVEMENTS (OR TOP THREE AREAS OF IMPROVEMENT) THAT ARE RANKED IN ORDER OF ANTICIPATED IMPACT ON MARKET PLACE PERFORMANCE
- PROVIDE A LIST OF RESOURCES AVAILABLE FOR PRODUCT OR SERVICE IMPROVEMENT

DELIVERABLES

- Written report
- Identification of strengths/weaknesses against 13 success criteria
- Identification of top three most important criteria to improve
- Defines key tasks for improvement
- Compares your company rating against other companies

WHAT YOU CAN DO WITH SOLUTION

- Better determine likelihood of market place success with product/service as is
- Know where to make improvements first to increase likelihood of success
- Improve appeal to potential strategic partners, bankers etc

PORTFOLIO ASSESSMENT

A SMALL BUSINESS PORTFOLIO ASSESSMENT TOOL DESIGNED TO

- EVALUATE CURRENT MIX OF PRODUCTS/SERVICES ON ABILITY TO LEAD THE MARKET, MEET GROWTH OBJECTIVES, OR FUND OTHER GROWTH INITIATIVES
- IDENTIFY PRODUCT OR SERVICE PORTFOLIO GAPS
- IDENTIFY HIGHER PERFORMANCE PRODUCT/SERVICE MIX COMBINATIONS FOR REVIEW

DELIVERABLES

- Written report
- Product/Services life cycle - new framework for thinking about products and services
- Company products/services evaluation in comparison to industry
- Product/Service gap analysis-identification of gaps in portfolio
- Direction for new products/services to create next and decision criteria for each type of new initiative

WHAT YOU CAN DO WITH SOLUTION

- Formulate my new product strategy
- Create plan for recruiting or downsizing if needed
- Formulate fast-follower or industry leader strategy

LEADERSHIP PROFILE ASSESSMENT

AN ONLINE THINKING PROFILE DESIGNED TO HELP DETERMINE LEADERSHIP AND VISIONARY THINKING CAPABILITIES BY ASSESSING THINKING STYLES AT THE INDIVIDUAL AND TEAM LEVEL. SIX DIFFERENT THINKING STYLES AND CAPABILITIES ARE IDENTIFIED AND ADDRESSED IN THE THREE AREAS MOST CRITICAL TO SMALL BUSINESS SUCCESS

- OVERALL BUSINESS PROBLEM SOLVING
- VISIONARY THINKING AND INNOVATION LEADERSHIP

COMBINES INNOVATION THINKING TENDENCIES WITH LEADERSHIP SKILLS FOR ADVANCED LEADERSHIP ANALYSIS. PINPOINTS GAPS IN TEAM BASED ON NEW PRODUCT DEVELOPMENT NEEDS TO GET TO NEXT LEVEL.

DELIVERABLES

- Team & individual report
- Team presentation
- Identifies gaps in your leadership team
- Assesses your team's ability to produce different levels of innovation & new growth initiatives
- Recommends how best to align your team with varying types of new product/service needs
- Pinpoints types of skill sets that require further development in your organization
- Creates path to duplicating the "genius" inside your business

WHAT YOU CAN DO WITH SOLUTION

- Train or hire leadership team to take company to next level
- Align team skill sets with business objectives
- Downsize appropriately if needed
- Determine areas where training and development would be most useful

STRATEGY DEVELOPMENT

NEW CATEGORY MODEL

A DISCOVERY PROCESS THAT USES AN INDUSTRY LIFECYCLE MODEL TO HELP IDENTIFY GAME CHANGING PLAYS IN YOUR INDUSTRY THAT WOULD LIKELY PROVIDE SHARE-BUILDING OPPORTUNITIES FOR YOUR BUSINESS. THE MODEL HELPS PINPOINT WHERE NEW PRODUCT DEVELOPMENT MUST OCCUR TO GENERATE ABOVE AVERAGE GROWTH. THE PROCESS HELPS FORMULATE AND FINE TUNE VISION REGARDING THE COMPANY'S ROLE IN THE FUTURE AND PROVIDES TANGIBLE DIRECTION FOR SHORT- TERM STRATEGIES CRITICAL TO LONG TERM SUCCESS.

DELIVERABLES

- Industry path to the future
- Identification of various roles of the future and what market leadership will look like (innovators, laggards, influencers, futurists, parity players)
- Alternatives for your company's path to the future
- Company role in developing the future
- Long term vision, immediate term product development platforms
- Path from today to future – where to start and step by step product roll-out path

WHAT YOU CAN DO WITH SOLUTION

- Determine company role in future
- Confirm and articulate vision with clarity
- Communicate vision to others for support
- Understand what it will take to survive and/or thrive (grow faster than industry)
- Develop out your business platform for long term competitive advantage
- Improve appeal to potential strategic partners, VC groups or bankers

NEW PRODUCT & SERVICE DEVELOPMENT

A ONE TO TWO-DAY WEBINAR OR FACE-TO-FACE SESSION CUSTOMIZED TO CREATE A NEW PRODUCT OR SERVICE NEEDED TO BALANCE OUT AN ENTREPRENEUR'S PORTFOLIO MIX AND/OR TO CREATE NEW REVENUE AND MARGIN STREAMS FOR THE COMPANY

DELIVERABLES

- Up to three product concepts
- Key product features and benefits
- Customer focus

WHAT YOU CAN DO WITH SOLUTION

- Dimensionalize product or build out service
- Build marketing strategy to launch product
- Build communications plan to launch product

COMMUNICATIONS STRATEGY

A ONE OR TWO-DAY CUSTOMIZED WORKSHOP SESSION OR WEBINAR DESIGNED TO CREATE PRODUCT, SERVICE OR BRAND COMPETITIVE ADVANTAGE BY ADDRESSING ALL 13 CRITERIA NECESSARY FOR HIGH PERFORMANCE INNOVATIONS. COMPETITIVE ADVANTAGE IS IMPROVED AND BARRIERS TO ENTRY ARE STRENGTHENED. PRODUCT SUCCESS IN THE MARKET PLACE WILL BE IMPROVED.

DELIVERABLES

- Product position for competitive advantage in the market place
- Brand strategy for building brand short term and long term
- Message strategy for each target audience
- Recommended mediums for communications (magazine, internet, blogs, social networks, etc)
- Recommended tools for communications (e-mail, press releases, web-site etc)
- Creative brief to aid all teams involved in communications for the product or service
- Recommendation for external resources required to supplement internal capabilities

WHAT YOU CAN DO WITH SOLUTION

- Create communications materials
- Gear up sales team
- Launch product
- Sell more product

STRATEGIC MARKETING PLAN

THE ANNUAL PLAN THAT LINKS PORTFOLIO, PRODUCT AND PROCESS GOALS TO FINANCIAL GOALS AND OUTLINES THE KEY STRATEGIES TO GET THERE. THE STRATEGIC PLAN DIFFERENTIATES PRODUCTIVITY, INCREMENTAL AND SHARE BUILD GOALS AND LAYS OUT THE TACTICS FOR GETTING THERE. IT USES DASHBOARD INDICATORS TO HELP DETERMINE STRATEGY AND TO HELP MEASURE SUCCESS.

DELIVERABLES

- Rev and profit analysis by products, segments, channels
- Key strategic initiatives
- Tactical plans for achieving each initiative
- Product and service portfolio highlighting annual movement and product gaps
- Trends and events relative to success
- Market innovations
- Measurement criteria

WHAT YOU CAN DO WITH SOLUTION

- Manage multiple initiatives
- Expand business beyond entrepreneur
- Manage by objectives
- Evolve from decision making by gut or instincts to data and results
- Grow business exponentially