



## Description of Power UP to Market Program A Market Viability Assessment

### TransTech USA

TransTech USA provides systems and programs that improve the performance of technology companies entering new geographical and vertical markets.

### Power UP to Market

The Power UP to Market (PUM) is a proven 7 step program to assess the viability of new markets for a company's products. The PUM consists of a series of internal workshops, external one on one focus sessions with companies, solution providers, investors and influencers in the target market. This is a crucial first step before embarking on the Beach Head phase of entering a new market and getting buy in from all stakeholders (e.g. the board). The PUM is a crucial foundation of the 8 element Go to Market Roadmap.

### Objective

The MVA is designed to provide an assessment of the viability of entering a new market, prior to any significant investment. The expected outcomes include:

- *How compelling is the technology?*
- *Is the unique value proposition compelling?*
- *Are the key differentiators defensible?*
- *What are the key markets, and who are the market players?*
- *What is the Market timing?*
- *Who is the competition?*
- *Are there evident solution gaps?*
- *Who are the obvious partners?*
- *How much capital is required?*

### Approach

The PUM is a 7 step collaborative program involving the CEO and other senior executives. The 7 steps are:

#### Preparation

Read PUM Guidebook and gather appropriate data. This may include 1-2 conference calls.

#### Workshop – 2-3 day session with key executives

This workshop covers key areas, such as:

- Competitive Assessment and Buyer Profiling
- Messaging - Develop a compelling and competitively differentiated unique value proposition, associated differentiators and benefits
- Anticipate common objections

#### Create Presentation

Jointly develop a 'best in class' presentation for the Focus sessions based upon the output from the workshop.

#### Create Common Objections Guide and perform dry runs

In addition to the presentation a Common Objection Guide is prepared, along with answers, prior to the Focus sessions. We also perform several dry runs of the presentation to ensure the delivery is world class.



### Focus Sessions: a series of one-on one-sessions with key industry experts – Three or five.

Focus sessions are very powerful. Participants generally are more candid in their observations compared to a session that is seen more as a sales or partner pitch – the results can be profound and can also potentially lead to a sale or partner opportunity.

### Legal review

Session with US law firm to discuss the options to establishing a corporate presence in the US giving visibility to Tax, immigration, IP and future investor considerations.

### Planning session

This session is to assess the findings from the workshop and focus sessions and lay out a go forward plan.

### Deliverable

- *Report on Market Viability – covers all the elements*
- *Complete Messaging and Positioning statement*
- *New 'best in class' presentation*
- *Common Objection Guide*
- *Go Forward Action Plan*

### Timing

4-6 weeks elapsed

### Other Services

TransTech USA provides a range of other Power UP services, these include:

- Power UP Go to Market Workshop
- Power UP Positioning & Messaging Workshop
- Power UP Fund Raising Workshop
- Global Channel Development – Recruitment and Management
- Raising capital and M&A

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