



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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