

## 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 Workshop

The Power UP to Market Workshop provides a company insight into the fundamental building blocks to develop new markets and developing a best practice Go to Market Roadmap. It includes reviewing the Roadmap's 8 core elements. We review a world class structure for messaging and positioning – the Unique Value proposition, its supporting competitive differentiators and power positions, the supporting features and stakeholder benefits. These then underpin the compelling story and its presentation.

### Objective

- Provide insight into what works for emerging companies in sales marketing and biz dev
- Understand the best practice Go-to- market roadmap process
- Provide a repeatable process/template to assess markets and develop Go to Market roadmaps
- Enable attendees to develop world class business plans and presentations
- Understand the process and structure to develop compelling and competitively differentiated messaging and positioning

### Approach

This is a one day workshop with the key stakeholders, CEO, Founder and VPs Sales and Marketing, covering the following topics:

#### The Global Tech Market Today:

- Review of market segments
- Where are the opportunities?
- What is working in the market for emerging companies

#### Go to Market Framework

- Crossing the Chasm Principals
- In depth review of the 8 elements
  - Market Viability assessment
  - Market analysis
  - Competitor analysis
  - Buyer analysis
  - Solution analysis
- Marketing strategy- What works for small emerging companies vs. developed companies
- IT analysts are not the realm of the big guys – how little companies can leverage analysts to their advantage
- Sales strategy
  - Review of the global market and different pathways to a customer
  - What works and what does not work
- Alliance Strategy

#### For more information, please contact

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#### MESSAGING AND POSITIONING

- The Story and The BHAG
- Unique Value Proposition
- Differentiators/Power positions
- Supporting product features
- Benefits to stakeholders

#### POWER PRESENTATION

- Structure for different audiences – potential clients; partners; analysts and investors
- Content and what to avoid

#### BUSINESS PLAN

- Structure and Content
- Review key elements of Financial Plans
- Review Investor checklist

#### Fund Raising Principals

- Types of investors
- The steps and prerequisites
- What investors look for
- Due Diligence

#### Deliverable

The Workshop Handbook, the Power Up to Market Guidebook, and all the necessary skills to address the topics either with facilitation from TransTech USA or on your own.

#### Timing:

1 day

#### Other Services

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

- Power UP to Market ( a Market Viability Assessment)
- 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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