



Hi-Tech Go-to-Market Services

A COMPLETE SOLUTION FOR SUCCESS

Technology has the power to solve many problems *if* your product offer aligns with customer needs. Having insight into your market, including its motivations and product interests, is key to implementing your vision.

Lack of demand for a new product is a top reason for failure. An independent assessment of your product's market position and potential can be tremendously valuable in helping you avoid common product development and go-to-market pitfalls.

PRG's team of marketing experts have deep market knowledge, from concept development, to launch and ongoing promotion. Together, we can develop a comprehensive go-to-market plan that will help your product achieve success today and in the future.

Our go-to-market experts will help you to:

- Assess competition for both direct and indirect threats
- Identify markets for near and future sales
- Segment customers for targeting
- Construct a strategy to successfully launch your product

Overcome problems with getting to market:

- Fix lack of demand despite good product performance
- Be creative around products that need substantial, expensive changes to succeed
- Gain an ability to secure customer attention and acceptance
- Solve funding and resourcing issues due to doubts about viability

"PRG's strategy gave us insight, clarity, and an upper hand in getting to market."

-- Manager, global electronics company



“Demand is what we needed to create. We could build any product, but not demand. The Go-to-Market plan helped us build the pivot asset we were missing.”

-- Vice President, technology systems company



HOW IT WORKS

PRG offers a streamlined process to help you set up your product for success:

1. **Assess:** We conduct an assessment to determine your sales, marketing and customer reach needs.
2. **Action Plan:** PRG develops a specific action plan for your product and a cost-effective marketing strategy for meeting the requirements.
3. **Execute:** PRG can manage your entire go-to-market process, including:
 - Assessing your competitive landscape, market size, and identifying customer segments
 - Interpreting how market requirements affect your product, and recommending product adjustments to match sales goals
 - Mapping out strategic assumptions for branding, positioning, launch, partnerships, and product distribution
 - Creating an MRD (Market Requirements Document) to guide development
 - Addressing specific market concerns from investors or stakeholders

KEY BENEFITS

By partnering with PRG you can benefit from:

- Ensuring product-market fit and demand for your product
- More efficient use of resources to get your product developed
- Uncovering gaps (opportunities) for unmet needs
- Optimal pricing and positioning for sales volume
- Lower risk with a successful launch, the first time
- Faster uptake in revenue