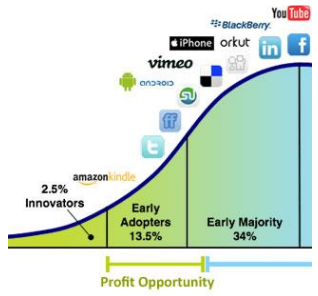


Market Development Process / Support

Sectors: Food & Beverage, Consumer Goods

INNOVATION CURVE



TIME

Market Analysis

- Demographics / Fit
- Enabling conditions
 - Buying culture
 - Adoption profile
- Strategy Development

Services
Advisory

Demand Generation

- CRM set-up
- Telephone-based sales
- Seed promotional offers to gain distribution
- Trade show support

Services
Demand Gen / Event Support

Brand Building

- 33k brand ambassadors available in all states
- Food safety certified
- Consumer surveys / post event analytics
- Shared programs available

Services
In-Store Events