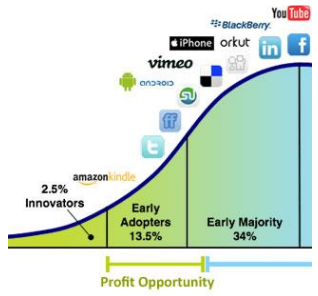


Market Development Process / Support

Sectors: ICT, Life Sciences, Services, Tourism

INNOVATION CURVE



Market Analysis

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

Services
Advisory

Demand Generation

- CRM set-up
- Telephone-based qualification
- High potential prospect nurturing program

Services
Demand Gen

Direct Engagement

- Webinars
- Web conferences
- Events
- Trade shows

Services
Event Support