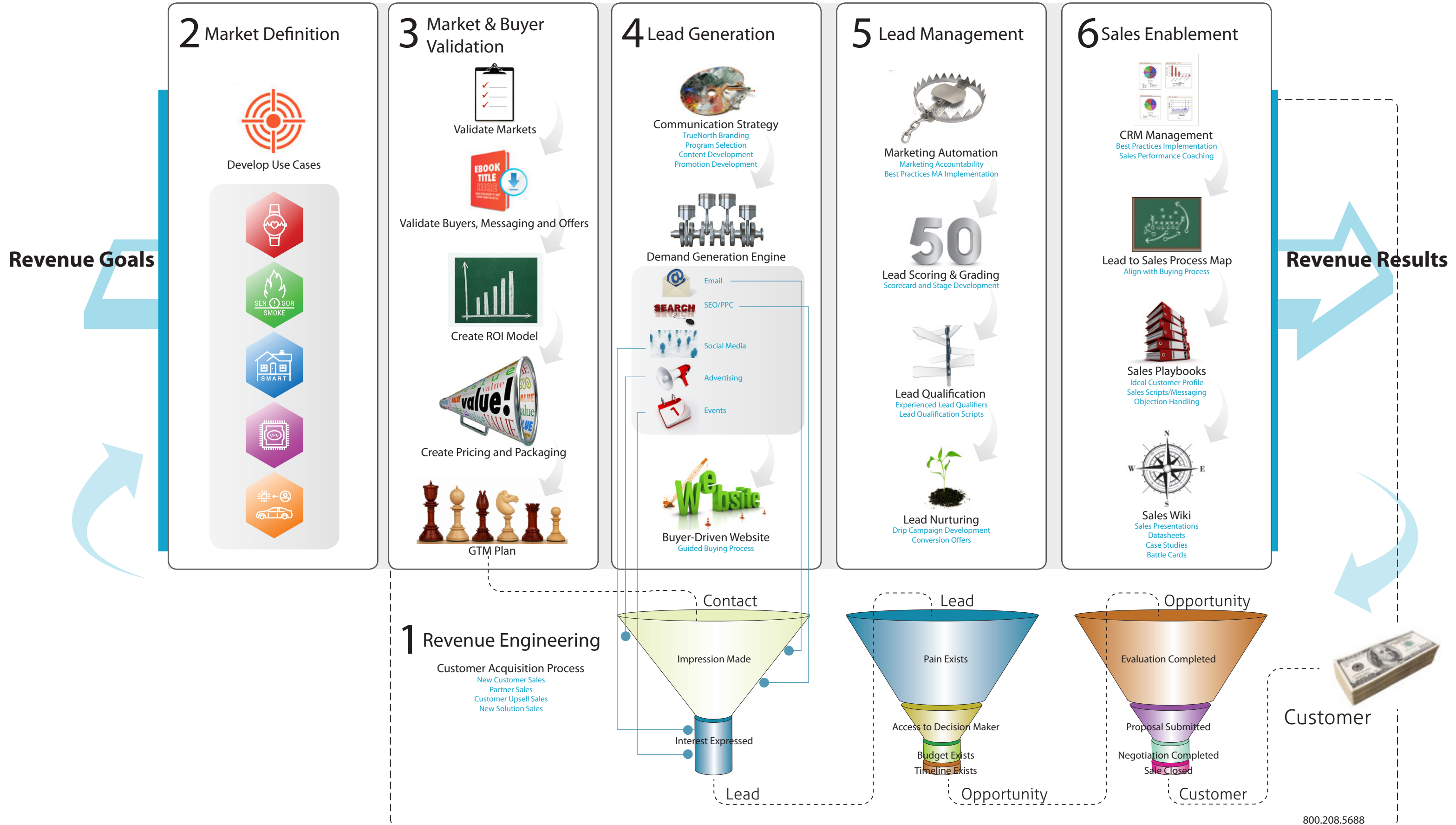


Revenue Acceleration Map (without the usual detours)



Building an Easy to Navigate Marketing-to-Sales Blueprint to Grow Revenue

Revenue Acceleration Map



* Services Offered by On Demand Advisors

The Internet of Things is a broad category. IoT companies may focus on device management, integration management, applications or a myriad of technology-enabled areas. We help IoT companies build their compelling business case and dramatically scale their revenue growth. Many executives that we work with want to answer these types of questions: How do you validate and size the potential markets? How do you identify and validate your buyer in each market? How do you scale sales and revenue in the most capital efficient way? How do you prove to investors that you have the plan to dominate and win your target markets?

At On Demand Advisors we specialize in all of these areas so that you can monetize your IoT solutions, validate your solutions with your buyer and prove to investors that you have the right plan to win your market and capitalize on first mover advantage. We offer a portfolio of ala carte services to help you focus on the key areas where you have the greatest need, urgency or revenue opportunity. We want to help you innovate, validate, plan and monetize.

Innovate

Develop Use Cases – we help IoT companies develop new use cases for your IoT solutions from a Product Management perspective. You want fully explore all of the potential use cases available for your company or solution so that you can correlate each with revenue goal and market priority.

Validate

Analyze Your Target Markets – we help IoT companies research, analyze and estimate the market size and market growth rate for each solution. We will also analyze the market characteristics and market trends that will influence the adoption and market receptivity for the proposed IoT solutions.

Develop Your Competitive Analysis - we help IoT companies fully understand the principal competitors in the defined markets. The goal here is to find the key differentiators and competitive strategies that will best position the IoT companies to win these target markets.

Create Your ROI Model – we help IoT companies develop their ROI model to provide the measurable return on investment required by most F1000 companies to prioritize and approve capital and operating expenditures. In our model we include hard (measureable) and soft (non-measurable like customer satisfaction) justifications that should be included in a comprehensive justification.

Identify and Validate With Your Buyer – when you develop an IoT solution you want to validate your assumptions that you are basing the business on with your buyer. We conduct in-depth buyer market surveys to validate your assumptions, prioritize messaging and determine appropriate marketing vehicles and placement. This messaging becomes an integral part of your website messages, your demand generation campaigns and sales conversations.

Create and Validate Your Pricing and Packaging – we help you validate and test your pricing models to drive adoption and maximize your recurring revenue and lifetime value for every customer. We'll help you match investment with utilization/benefit so that the correlation is clear in your buyer's mind.

Plan

Create Your 3 Year Go To Market Plan – we help you create your 3 year revenue and go to market (GTM) plan. As part of this plan we will show you how to engineer your revenue growth so that you have predictable sales and revenue growth outcomes.

Identify and Recruit Your Channel Partners – when you develop your sales distribution channel, there may be many potential partners that can help you sell your solutions to their customers and already have deep relationships with your target audiences that you can leverage. We can help you identify, recruit and scale revenue through these channel partners.

Monetize

Create Your Sales Opportunities – we have perfected a demand generation engine for your company that can deliver 100, 300 or 500 sales leads per month. With this approach your sales distribution channel – both direct and indirect – can focus on where they excel – qualifying and closing business. We also provide an appointment setting team to set up meetings with your prospects and sales team.

Achieve Your Sales Potential – we help many IoT companies create their sales playbook and sales content library that is mapped to the buying process. The objective is to onboard your sales team quickly and get them to fully productivity in 2 months or less. Your sales team requires the sales tools or prospect engagement vehicles coupled with the knowledge about how to apply.

Contact us so that we can help You Dramatically grow Sales, Revenue and Win your Key Markets. We are Revenue Acceleration Experts for IoT Companies.



1.800.208.5688
info@ondemandadvisors.com
www.ondemandadvisors.com

111 N. Market Street, Suite 300
San Jose, California 95113

13194 US Highway 301 South, Suite 346
Riverview, Florida 33578