

Stages	Description	Challenges	What we provide	i2r Delivers
Concept 	Company is typically made up of one or two individuals working part-time. For the most part there is an idea with potentially a bit of initial development completed.	Limited capability to validate concept with potential target market. Need to find a way to mitigate risk of using precious time and money on developing something customers do not need or are not willing to pay for. Limited time and resources.	Using our experience, connections, and proven methodology, we bring real-life customers of your potential solution to you. We help to validate the concept and turn these potential customers into partners who have a vested interest in your success. Often, many of these turn into your first set of customers and reference accounts.	<ul style="list-style-type: none"> - Market validation of your concept by qualified, real-world potential clients of your solution - Relationships with at least 10 new clients that you can call upon as validation points during your development - Based upon client feedback, recommendations on your solution, go-to-market strategies, pricing, sales model, marketing “hot-buttons”, etc.
Seed 	Main focus is on product or solution development. Some market validation completed however still trying to refine the business model. Product is in “raw” form with potentially a few customers testing or using it. Perhaps a full-time person. More if some type of funding or revenue has been completed.	The company needs either funding or revenues to help get it fully out of the gate. To compete with in today’s investment market, having a lead customer is vital. Customers are not willing to pay for current solution, and still no guarantee that they will purchase solution once it is released.	Through our unique and proven process, we engage with potential customers and help convert them into advisors and advocates for your solution. We turn the Beta Testing program into a strategic process, which makes it easy, and a “no-brainer” for these clients to purchase your solution. The relationship that you build with these clients allows you to choose to either bootstrap your company by reducing the time to sales revenue from your first set of referenceable customers or can be used as validation points for investors, etc. You Choose!	<ul style="list-style-type: none"> - Relationship with at least 10 new clients, who can become the first set of customers and reference accounts. (Additionally, as an option i2r can close this business and provide all the tools necessary to complete these initial sales for you) - A set of validated recommendations on how to lower the barrier of entry for your solution and close profitable sales revenue sooner - A set of validated recommendations on sales approach, marketing messaging, packaging, pricing strategies, sales channels, etc.
Early 	Product or solution development is complete. Main focus is on market development and proving that customers are willing to consistently use and pay for your solution. Business focus is on sales and marketing. Team is growing and Revenues exceed \$500k.	The company has realized some success but the challenge remains to produce repeatable and predictable revenue results. The sales and marketing teams are focused on growing the bottom line with new customers but do not always get the opportunity to fully understand and leverage current customer successes to find ways in order to make them repeatable.	Our engagement is to engage with both current customers as well as potential customers within your target market to have them articulate the value that they have received from your offering. It is impossible to repeat what you do not understand, so it is vital at this stage to understand the value of the product or solution from the customers’ perspective.	<ul style="list-style-type: none"> - Understanding and validation of the value proposition for your offerings from the customers’ perspective (the only one that matters) - Based upon interaction and engagement with potential customers, a minimum of 3 new sales opportunities for your product or service
Growth 	Newer versions of product or solution are being developed or have been released. Business focus is scalability, accelerating market adoption, and addressing the potential of new markets. Typically more than 30 employees. More than \$1 million in revenue.	Sales have become repeatable, however predictability may still be elusive to the sales team. Although the value proposition may be known or understood, it is not always focused on and utilized by the sales and marketing teams. Additional revenue opportunities exist but may not be capitalized upon by the company.	Through our process we help you to identify new and immediate revenue opportunities. We also leverage the current wins, the market opportunities and our experience to help define new potential markets for your solution as well as identifying new sales channels. We help to identify opportunities for non-typical revenue opportunities like OEM and white-label sales.	<ul style="list-style-type: none"> - Based upon real customer feedback, a strategy on how to generate additional revenues within 90 days - Using real customer usage and buying patterns, recommendations on potential new channels and validated partnering strategy including list of target companies and stakeholders who have the ability to make a partnership decision - Various services to help get every part of the company focused on identifying new opportunities
Expansion 	Ongoing process of enhancing current products and solutions. New and complimentary products being developed and released. Business focus is on extending geographic coverage, and addressing new markets & sales channels. More than \$10 million in revenue.	The monthly or quarterly cadence is working well and sales are steady. The concern is about complacency as it relates to truly understanding, and predicting customer future requirements. Time is spent on delivering sales results and not as much time given to strategic growth initiatives. New geographies and market opportunities are investigated but not always fully understood making it an expensive learning exercise.	Our unique and creative solutions turn your customers into your best lead generators. We work with customers to have them articulate where your solution may provide value in other markets and geographies beyond their own. Using this information, we can also help to identify, recruit, and ramp up new sales offices that realize immediate traction by having a sales funnel of qualified opportunities to follow up on.	<ul style="list-style-type: none"> - Based upon customer interactions, a targeted program to turn customers into lead generators. Minimum of 10 new sales opportunities - Validation on new target markets and geographies where you can realize immediate sales traction - Turn key program to ramp up individuals or teams in new geographies with a minimum of 10 new potential sales opportunities
Mature 	Product or solution is well proven and deployed. Development focus is on repackaging or revitalizing offerings to address or expand market niches. Business focus is on maintaining and defending current market position, and exploiting opportunities in key market niches. More than \$50 million in revenue.	As a dominant player within the market, the challenge continues to find new competitive advantages beyond just features or price.	By engaging with current and potential customers we help to identify ways that a full customer experience can be created. This experience goes beyond just product or services, and creates new revenue opportunities through managing the complete business and day to day activities.	<ul style="list-style-type: none"> - Using current and potential customers as a compass, we can provide a strategy and first initial customers within a specific niche market - A market validated plan on how you can turn your offerings into a full customer experience and gain more share of the customers budget - Various services to help get every part of the company focused on identifying new opportunities and markets