



Achieving Performance Improvement

Success through planning and execution

And a better case for funding

Why are we not more successful?

- Can't match big picture aspirations with pragmatic sales and financial planning
- Poor articulation of a Unique Value Proposition
- Find difficulty in executing and updating the plan
- Can't make the business case stand out

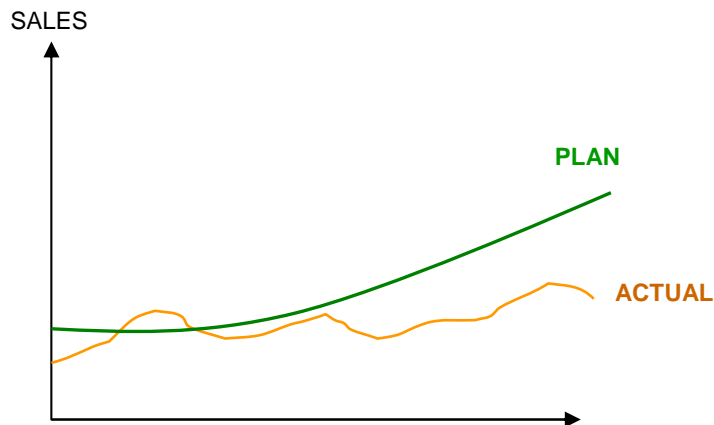
Establishing the Base Case

Where are we today?



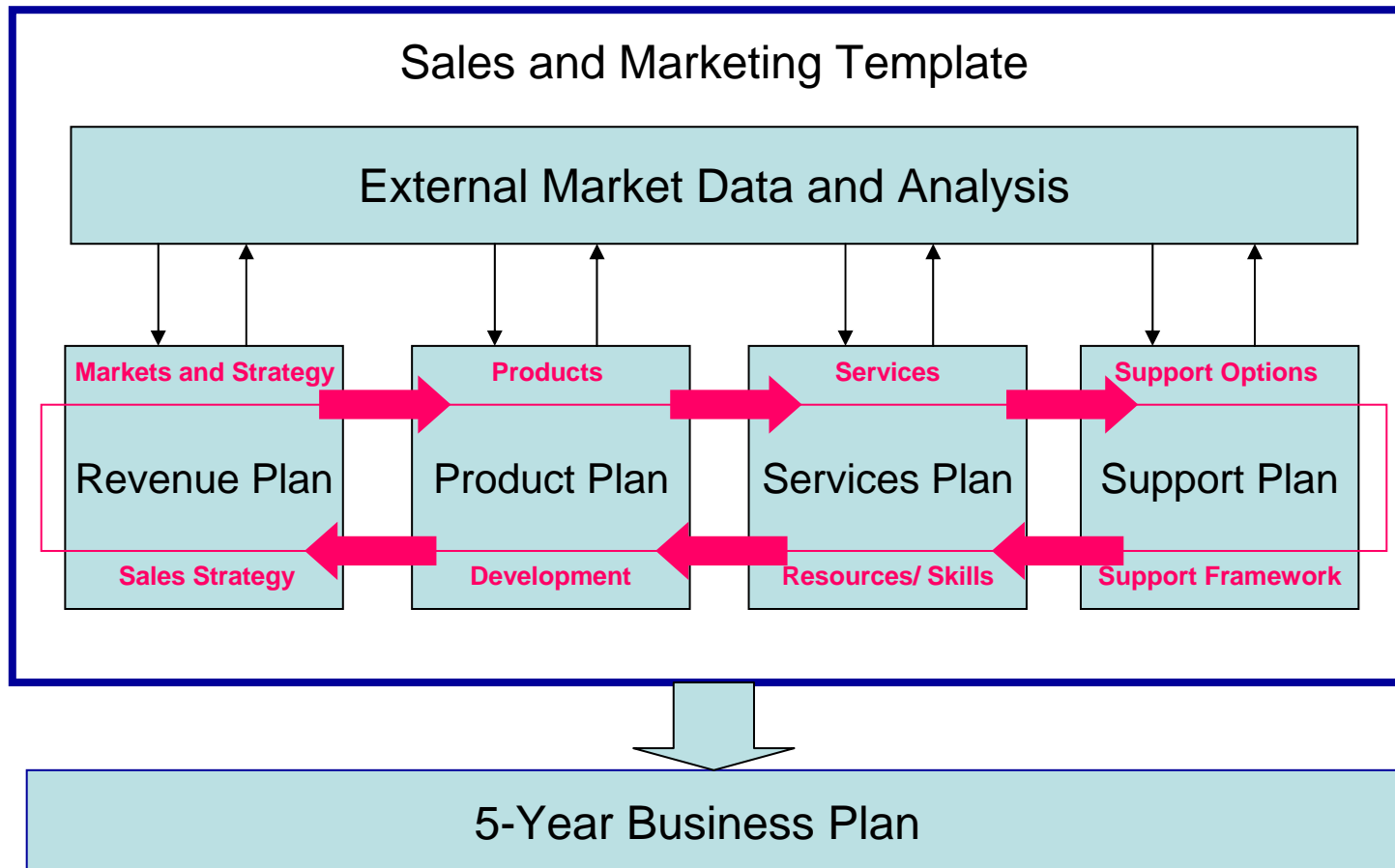
Take the Value Audit

- Current Position?
- Markets & Products?
- Resources & Skills?
- Benchmarks?
- Competitors?
- Strategy?
- Funding?



Common Planning Approach

Where do we want to be?





Increasing Commercial Value

AND....becoming attractive to investors

- Create a Sound Business Case/Plan
- A Unique & Sustainable Value Proposition
- Ensure Skills and Resources to Execute
- Establish and confirm Market Interest
- Acquire Key References
- Develop a Recurring Revenue Stream

Collaborate to expand depth and coverage

- **Create the broader Value Proposition**
 - Look for collaborative partners, markets, technologies & services
- **Use Synergies to lower market entry costs**
 - Work with partners who can add value to the proposition
 - Lower cost of sale, higher value business
- **Review strengths and weaknesses**
 - Internal, competitive and market



Do you need assistance?

Talk to InitioStar today