

# Achieving Performance Improvement

**Success through planning and execution**

**And a better case for funding**

# Common SME Challenges

## 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

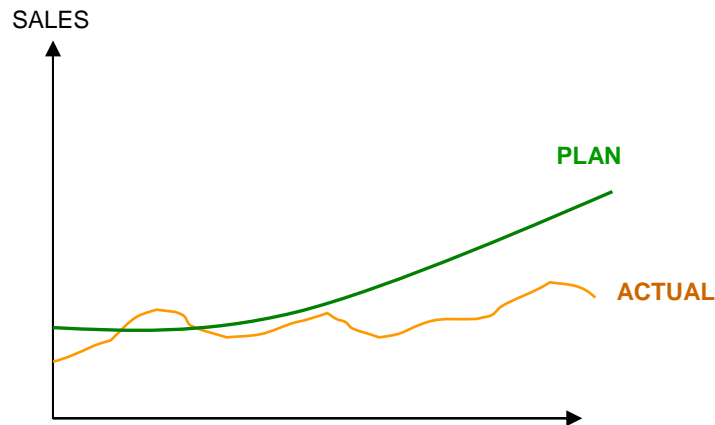
## Establishing the Base Case

Where are we today?



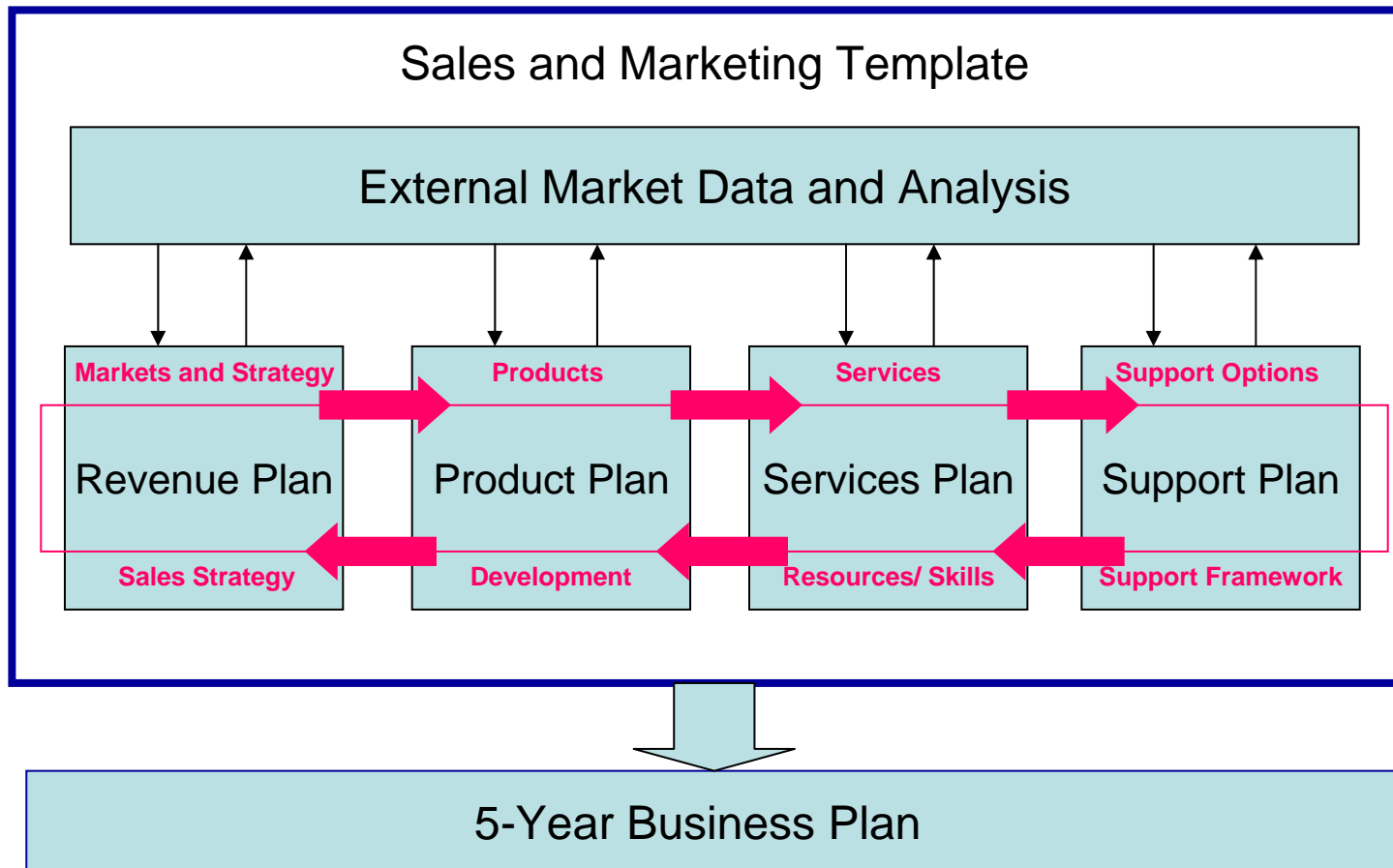
## Take the Value Audit

- 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**