



BizDev Experts

Insight. Impact. Results.



The Problem

The development of effective go-to-market programs is increasingly dependent on teams possessing targeted industry expertise, coupled with depth in core business management skills.

Challenges in rapidly driving time-to-market for new solutions and service offerings translates to companies more frequently seeking partners to provide best-of-breed technologies or new channels to market.

The skills to define these inter-company programs are unique and multi-faceted, requiring expertise in market-specific technology and partner assessment; business model development; product management; alliance definition, contracting and management; as well as sales tool development and training.

This talent is expensive, difficult to find, time-consuming to hire, and then often under-utilized once the business model is defined and executed.

Internal talent is often pulled on a part-time basis from current businesses, compromising the effectiveness of existing business as well as new solution development and design.

The Alternative

BizDev Experts delivers decades of experience in the development and execution of complex business models driving revenue through programs and partner relations. With deep industry expertise in Strategic Alliances, Cloud Services, GreenTech, and Microsoft Partnering, BizDev Experts grows, protects and revitalizes solution programs and partner relationships to drive key revenue streams.

BizDev Experts delivers:

- *Increased Market Share*
- *Extended Market Reach*
- *Broadened Product Offering*
- *Increased Awareness and Customer Base*

BizDev Experts helps companies develop their go-to-market strategies faster, more profitably and at lower risk.

The Customer

BizDev Experts supports the needs of corporations, service providers, entrepreneurs and venture capitalists requiring robust go-to-market programs dependent on partnerships to provide either best-of-breed technologies or channel strength to drive increased market share and greater market reach.

With Practices supporting the development of Cloud Services offerings to programs specifically focused on monetizing IP assets for their owners, BizDev Experts brings market-specific expertise aligned with deep core business development skills to drive incremental revenues, while keeping costs low and maximizing profit.

Go-to-Market Program Expertise

Solution and service development to define and execute new business-unit plans driving incremental revenues.

Strategic Alliances Expertise

Growing existing or newly developed solution and service programs through strategic alliances focused on channel development or technology innovation. The Microsoft Alliance Practice brings decades of multi-million dollar program experience.

Industry Expertise

Focused on emerging services markets and innovative technologies, the Market Development Practice brings expertise in corporate program development while providing specific industry focus on Cloud Services, GreenTech Programs, and IP/Patent Monetization.

Deliverables

- Market Requirements Analysis
- Program Definition and Development
- Identification of Funding Sources
- Business Plan Development
- Solution Definition
- Partner Assessment
- Partner Engagement
- Channel Management
- Program Marketing
- Sales Enablement
- Channel Program or Partner Audit



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