

MediaSense Planning Day Focusing on: Business Model, Marketing Strategy and Commercialization

Getting started - **8:30AM – 9AM** – Coffee and introductions
Meet and introduce participants-lay out overview of the day

Session #1 9AM – 9:30AM

Review where we are, what's been done to date
Update from CEO, other relevant information.

Session #2 9:30AM – 11AM

Discuss and refine the current desired business plan

- The VISION for the coming year, Q1 2013 – Q4 2013
- Key milestones and other major expectations
- Rationale and discussion of strategic pros and cons
- Can we identify potential gaps in our thinking?

Exercise #1: What's the ideal elevator (lift) pitch?

- (Ten words that tell your compelling business story)

Goal: Re-affirm the Company vision plus develop the concise and compelling articulation of your company's business

Morning Break: **11AM – 11:15AM** - Informal discussion

Session #3 11AM – 12:30PM

Building Business – How to best implement your business vision.

- Resources dedicated to achieve goals?
- Key issues/milestones for product development?
- Assignment of responsibilities
- Timetables for implementation
- Best case scenarios vs. failsafe---what ifs?

Goal: Clarify next operational steps – review key milestones



Working Lunch: **12:30PM – 1PM** - Continued discussion

Session #4 1PM to 3PM

Strategic Marketing -- Bringing your business to a global market

- What are the external marketplace opportunities?
- What reconnaissance is necessary?
- What don't we already know? What else do we need to know?
- What are the barriers to entry? How do we overcome them?

Exercise #2: Discussion:

Do we need to “tweak” – pivot the business model? If so, how?

Who are key target customers and what are key market strategies?

How do we make money? How do we leverage existing customers?

Goal: Clarify best path to revenue plus discuss and develop effective get-to-market or most successful biz/dev marketing strategies

Tea Break: **3PM – 3:15PM** – Informal dialogue

Session #5 3:15PM – 5PM

Tactical Marketing – How do we best move to implementation?

- What are the key tactics that will achieve our strategies?
- What has been successful in the niches we are targeting?
- How do we best leverage our existing and future assets?

Exercise #3: CAF - Consider All Factors

Goal: Link the key business goals with key marketing strategies

Summary: 5PM – 5:30PM

Closing discussion/consensus overall direction for the business

Review takeaways, timelines, and to-do lists with all relevant parties

– What are the Next Steps?



Custom planning program created for client and not to be used for other purposes, c2011.