



You have developed a new commercial product idea based on new intellectual property. Are there potential buyers out there? Who is already in this space? Should I make a big, bold move or can I afford to take small steps and be more diligent? These are questions that keep CEOs up at night.

Before taking the big plunge, why not answer this question ... How big is the opportunity?

Harvest can help.

Turning **Vision** into **Value**

## Description & Deliverables

Harvest conducts an independent and expert assessment of the market opportunity. Here are the minimum activities we perform during our engagement:

### Discover

- Intelligence
  - Direct and adjacent competitors
  - Market size for your new offering
  - Buying trends and industry forecasts in your space
- Interview
  - Executives and key managers
  - Sales people
  - Key customers, key partners, key competitors
  - Venture and private equity capitalists working this market
- Analyze
  - Your product development strategy
  - Your marketing, sales and distribution strategies
  - Your funding plan

### Assess

- Product comparison to similar offers from competitors
- Current sales strategies, processes and partners
- Market opportunity (high-level)

### Advise

- A report assessing your current business strategy
- Comprehensive recommendations for moving forward
- A go-to-market roadmap with a 90-day implementation plan

## How We Do It

All Harvest advisors have successful hands-on, real-world experience in small and medium-size companies. Using our experience and proven methodologies, we determine just how big of an opportunity your idea or new product can be — before you risk everything. Our recommendations are practical and actionable.

## Benefits

- A skilled, independent, thorough diagnosis
- Knowledge, so you can act with confidence
- An implementation plan so you can get to work “tomorrow morning”