



Revenue growth  
can be a  
challenge...

But we are  
experts in this  
area and we can  
help your  
organization  
succeed

612-913-0607

[info@marketwiseadvising.com](mailto:info@marketwiseadvising.com)

[www.marketwiseadvising.com](http://www.marketwiseadvising.com)



## About MarketWise

We help companies grow. We do this by putting them on a well-planned and practical path that leads them to their revenue and profitability objectives. We get meaningful results by applying decades of commercial expertise and critical thought to every project, so that achieving the stated objectives is the logical outcome.

MarketWise is focused solely on growth. From finding new market opportunities, to developing new offerings, to competing more effectively, to expanding to new geographies and much more, MarketWise drives the strategies that work, based on many years of practical experience, in a variety of industries, selling to all types of customers.

While other firms can assist with research, strategy and even execution, MarketWise is unique, in that it's made up of project teams that have successfully run significant growth initiatives within other companies, many times; and they've succeeded. With MarketWise, you get seasoned, best-in-class commercialization experts who have dedicated their careers to experimenting, learning and then applying those lessons to drive revenue growth.

## What One Colleague Said

*Mike's proficiency in rigorous research, strategic development and precise execution is truly exceptional. I witnessed firsthand Mike's remarkable aptitude for rolling up his sleeves and immersing himself in the nitty-gritty of business operations, effectively driving growth and efficiency. He has a proven track record in both expanding and retaining business, showcasing a unique blend of new business focus and client retention strategies. Further, Mike is one of the most ethical, diligent, trustworthy and reliable leaders I have worked with.*

**- Ramsey Hashem, President**

See more reviews at: [www.marketwiseadvising.com/references](http://www.marketwiseadvising.com/references)

## Common Services

Most MarketWise engagements start with a **Growth Readiness Assessment** within the client's organization. This is a discovery process, with the intent of understanding the current growth strategy and where gaps and roadblocks exist. Once the assessment is complete, findings and recommendations are presented to the client, after which a discussion of which projects should be chartered and in what order occurs.

For a quick, real-time assessment, go to [www.marketwiseadvising.com/assessment](http://www.marketwiseadvising.com/assessment).

### **Market Research (examples):**

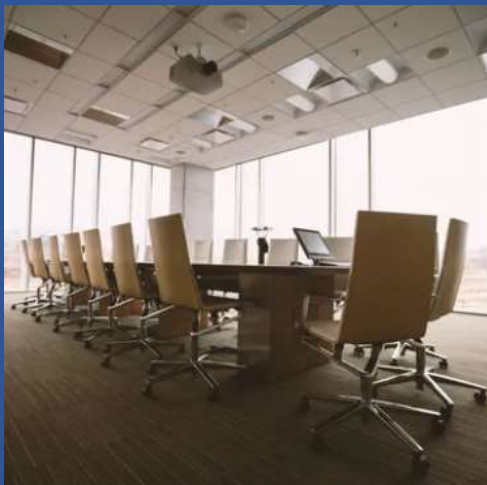
- Understanding macro trends
- Discovering unmet needs
- Vetting the competitive landscape
- Conducting new concept testing
- Understanding customer segments
- Testing price sensitivity
- Determining buying preferences
- Vetting customer personas
- Testing value proposition/messaging

### **Strategic Planning:**

- Determining long-term objectives
- Conducting SWOT analyses
- Developing strategic imperatives
- Building business cases
- Prioritizing product/service features
- Scoping minimum viable products
- Developing product roadmaps
- Constructing go-to-market strategies
- Creating annual operating plans

### **Assistance with Execution:**

- Setting up milestones and owners
- Building processes to review progress
- Creating pricing models/tools
- Building marketing/technical content
- Assembling lead generation programs
- Executing press relations plans
- Developing commission plans
- Scoping needed partnerships
- Solving unanticipated challenges



## Fractional Roles

Some organizations need the broad base of expertise and involvement of a chief marketing officer (CMO), chief commercial officer (CCO) or chief revenue officer (CRO), but they can't yet justify a full-time role. In these cases, MarketWise can provide fractional executives for a defined or open-ended timeframe. Fractional roles are typically contracted at 25%, 50% or 75% commitments.

## Education

MarketWise can cover a variety of speaking topics, based on decades of real-world experience and lessons learned. Each presentation (or workshop) is tailored to the specific objectives and interests of the audience. A few of the popular topics include:

- *Start With Research*
- *The Basics of Strategy*
- *Executing to Win*
- *Built from Bricks*
- *Leadership First*
- *The Journey*



**MarketWise**<sup>TM</sup>  
Research | Strategy | Execution