

## Converge Advisory Services

Converge Technologies is staffed with seasoned business executives with experience in all facets of business growth. We offer this experience to client companies through consulting service engagements.

Our priority is to assist clients engaged (or who will be engaged) with Converge Technologies for engineering services and product development.



### Voice of the Customer

In-depth targeted market assessments focused on customer segmentation and value proposition development and verification. Lean business model canvas development.



### Commercialization Planning

Tiered support from review through development of proposals for non-dilutive commercialization capital such as TVSF, SBIR, STTR, etc. Federal, state and local grant development support.



### Product Analysis

From supply chain through customer delivery, analyze operations and recommend actions to increase product margin or reduce costs. Margin stack and margin walk exercises.



### Market Analysis

High-level market assessments addressing TAM, SAM, etc. Competitive analysis of existing solutions versus proposed. SWOT Analysis.



### Key Funding

Path to market study and execution plan development. Partner and funding identification and engagement services. Lean start-up and launch.



### Strategic Partnerships

Detailed trade-off analysis comparing options associated with decisions to make a new product, buy an existing product or a hybrid development plan.

### Contact Us

Converge Technologies  
4621 Lyman Drive  
Hilliard, OH 43026

### John Bair

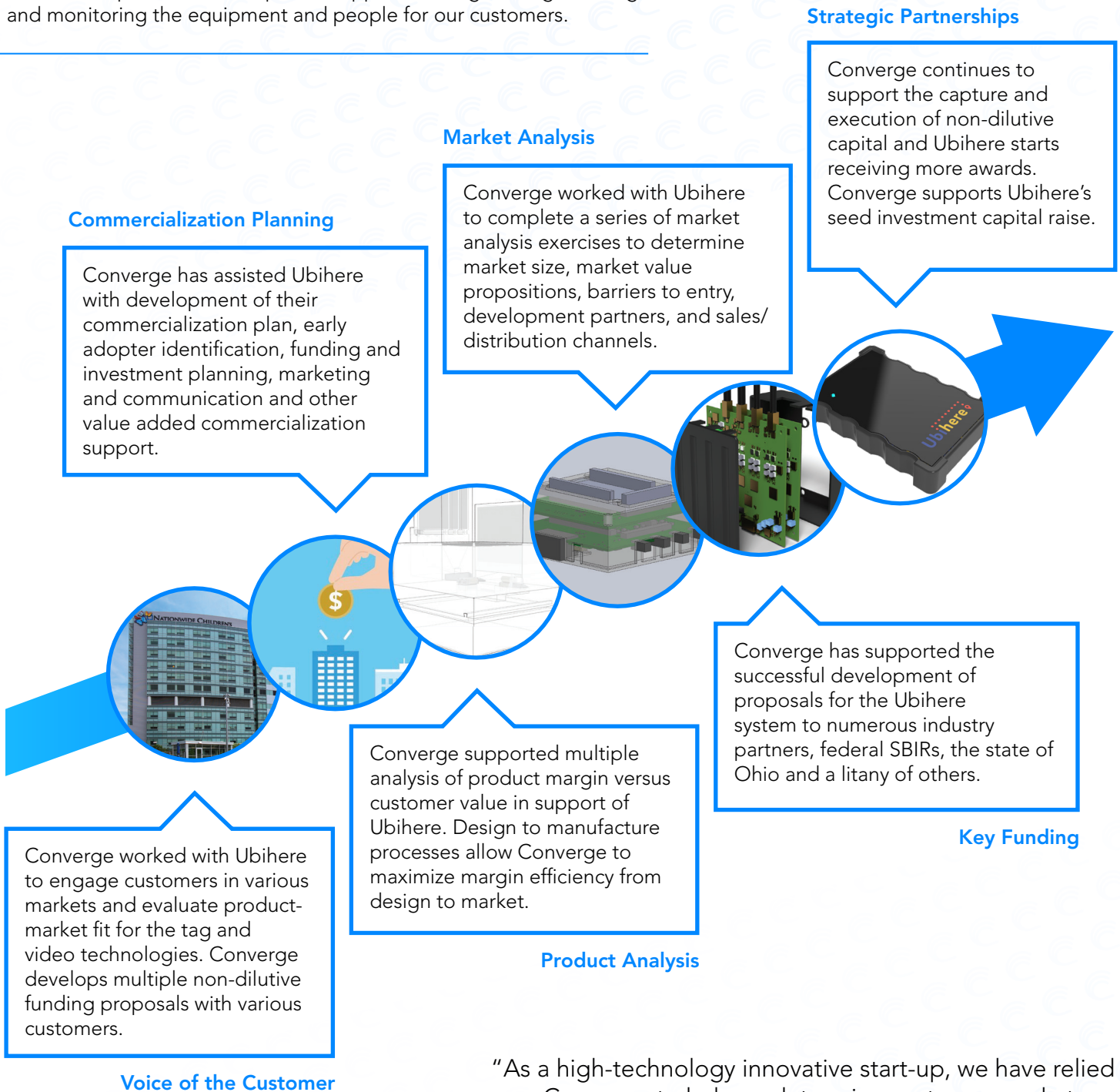
President and CEO  
(614) 975-0193  
johnbair1@convergetechs.com

Visit our website [www.convergetechs.com](http://www.convergetechs.com)

# Advisory Case Study

## Ubihere

Ubihere is a high-tech start-up developing innovative geo-spatial information technologies and solutions to support multiple market verticals. The company is rapidly approaching the launch of a set of commercial products developed to support tracking, tracing, locating, and monitoring the equipment and people for our customers.



"As a high-technology innovative start-up, we have relied on Converge to help us determine customer markets as well as identify and capture non-dilutive funds."

**Dr. Apler Yilmaz, Founder of Ubihere**