

# **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.



Converge Technologies 4621 Lyman Drive Hilliard, OH 43026



## **Key Funding**

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

#### John Bair

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



## **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.

Visit our website www.convergetechs.com

# Advisory Case Study

**Commercialization Planning** 

with development of their

support.

Converge has assisted Ubihere

commercialization plan, early

adopter identification, funding and investment planning, marketing and communication and other value added commercialization

### **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.

### **Market Analysis**

Converge worked with Ubihere to complete a series of market analysis exercises to determine market size, market value propositions, barriers to entry, development partners, and sales/distribution channels.

**Product Analysis** 

#### **Strategic Partnerships**

Converge continues to support the capture and execution of non-dilutive capital and Ubihere starts receiving more awards.
Converge supports Ubihere's seed investment capital raise.



analysis of product margin versus customer value in support of Ubihere. Design to manufacture processes allow Converge to maximize margin efficiency from design to market.

Converge has supported the successful development of proposals for the Ubihere system to numerous industry partners, federal SBIRs, the state of Ohio and a litany of others.

**Key Funding** 

Converge worked with Ubihere to engage customers in various markets and evaluate product-market fit for the tag and video technologies. Converge develops multiple non-dilutive funding proposals with various customers.

Voice of the Customer

"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



Go to **www.convergetechs.com** for more information.