

Case Study

WadeYounger.com

TheValueWave.com

Acting COO of High-Technology Fabricate Startup Company

Services

Needs Analysis
Change Management
Process Improvement
Coaching
Innovation Clinics
Strategic Planning
Implementations
Personal Development



“Much more than a conference speaker.”

Scenario

The developer of a robust fabricate product for member-based organizations brought on The Value Wave to serve as its core senior management team as it progressed from concept to full-scale release and implementation.

The company did not previously have the resources or skills to conduct the required analysis and implement the appropriate action plan to move the company forward.

Lead a small company to the next level of success.

Obstacle:

Financial resources, personnel, and difficult market

Solution:

The Value Wave was brought on initially to help the developer focus his business strategy and identify an actionable business plan. Recognizing the scope of work to be done, The Value Wave was hired to serve the senior management function of COO – coordinating the business plan, growth strategy, identifying sources of funding, and implementing the sales & marketing plan.

Through this process, The Value Wave also conducted a full market analysis including competitor analysis, pricing, customer segmentation, and numerous other factors.

Results:

The Value Wave led the company through numerous growth stages including a facility relocation, first formal marketing release, securing seed capital, completing the formal business plan document and PPM, and, finally, guiding the company through a difficult decision making process based on results from its marketing programs.

In this final stage, The Value Wave was responsible for conducting the analysis and uncovering critical market information that led to a final decision to avoid a prolonged and expensive marketing campaign to a notoriously difficult market. This decision allowed senior management to change course in sufficient time to maintain superb credibility with the local business and investor community – positioning it strongly for future projects.