



BUSINESS ACCELERATOR SERIES:

NEW VENTURE MARKET VALIDATION ACCELERATOR

Silicon Valley Research Group is the premier global firm for technology market research and strategy development.

Founded in 1996, with offices in Silicon Valley, Seattle and New York, our specialty is helping our clients create and implement bold business strategies to achieve breakthroughs in competitive market success.

Our Core Values

We believe, above all, in total commitment to our clients, their projects and the delivery of superior, timely output on every project we undertake.

We are committed to constantly improving and innovating our processes and methodologies. Every client project is an opportunity to surpass ourselves.

We are thankful for the opportunity to demonstrate our talents and abilities and make such a vital contribution to the businesses we engage with and the communities we live in.

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Most technology startups fail within the first five years.

Businesses and investors loose billions in investment capital every year.

New company or product investment is a risky business and one where failure is an expected part of the game. Targeted at early stage and growing companies as well as VCs backing new ventures, our **New Venture Market Validation Accelerator** tool helps reduce risk and test marketing strategy where it counts: before launch. Understand the market dynamics affecting your product or service and gather the market intelligence you need to overcome obstacles and successfully carry out your venture backed business plan.



Problem Definition

- Need to understand customer dynamics, often in hard-to-define markets
- Preemptively understand customer reactions and buying triggers
- Need to engineer market strategies and tactics that ensure customer success

Outcomes & Benefits

- Barriers and bridges to customer success identified
- Identification of critical success factors for the market execution plan
- Complete effectiveness testing:
 - * Pitches, offers, value propositions, approaches



Execution Process & Collaboration

- Design, planning, project management and execution
- Data collection, analysis and data mining
- Respondent/participant recruiting costs and incentives
- Development of strategic and tactical recommendations
- Online real-time project review dashboard

Upon Project Completion You Will Receive:

- Actionable, business accelerating **Strategy Map**
- Sales and marketing team **Battle-Cards**
- Online interactive strategy development **Workshop**
- **PowerPoint**-based report and presentation
- Investor-ready "one minute" written **Executive Brief**

Program Cost

- 12,500