

# ROCKET ACADEMY

## Market Readiness Program 2009-10



### Introduction

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# Market Readiness Program

- ❖ A five-month program that blends mentorship with applied learning to provide small, innovative technology companies with an outcome-based process to capitalize on market opportunity
- ❖ This program is focused on providing assistance on developing successful plans for launching products and entering new markets



# Who is it for?

- ❖ Technology companies seeking to launch new products or enter new markets are ideally suited for this program
- ❖ This program is designed for technology company executives who are responsible for revenue growth:
  - VP Sales, VP Marketing, VP Business Development
- ❖ CEO's are welcome to attend sessions along with their executives



# What are the areas covered?

- ❖ The key areas of market development that are covered include:
  - Market Research
  - Pricing and Licensing
  - Product Positioning
  - Whole Solution Offerings
  - Customer Validation
  - Competitive Strategy
  - Sales and Marketing Planning
  - Channel Development
  - Strategic Vendor Partnerships
  - Marketing and Communications Campaigns
  - Sales Process and Marketing Support
  - Account Management



# Delivery Model

- ❖ October to February 2009/10
  - Each company works with a dedicated Mentor with domain knowledge
  - 4 full day sessions with guest speakers
  - 2 Webinars to consolidate knowledge
  - 2 Company presentations of their
    - Strategic Marketing Plan
    - Market Implementation Plan
  
- ❖ A stepwise process through a series of curriculum areas in two sequential phases in the process
  - Go-to-Market Preparation
  - Go-to-Market Execution

# Approach



- ❖ classroom environment is highly interactive
- ❖ many relevant real-world examples
- ❖ access to knowledgeable guest experts in addition to instructors and mentors
- ❖ curriculum combines concepts, cases, skills and comparative models to provide the right context for learning

# Outcomes



- ❖ able to better identify and reach potential customers
- ❖ able to increase market awareness of their solution and generate leads
- ❖ able to better articulate to investors how they convert their technology into revenue
  - able to identify and recruit partners
  - able to rationalize new hires for sales and marketing roles



# Workshop Topics

1. Market Research, Positioning, Pricing & Whole Product
2. Customer Validation, Competitive Sales & Marketing Planning
3. Channel Development & Strategic Vendor Marketing & Communication
4. Sales Process, Marketing Support & Acct Management

Two presentations with a jury/mentor panel

# Timing



- ❖ Wednesday Afternoons 12:00 – 5:30 pm
- ❖ Four weeks between sessions
- ❖ Starts mid October
- ❖ Complete schedule to be finalized

# Comments from 2007/09



- ❖ The program helped us better define and direct our energies into what segments of the market we go after, and what segments were distractions.
- ❖ This Go To Market program was fantastic and the knowledge gained here is invaluable for all start-ups or companies with a new product.
- ❖ The Go-To-Market program helped us refine and focus our thinking before the launch of our first product. It provided a great forum to get some valuable feedback from successful experienced business people.
- ❖ The 'Go to Market' course was the single most productive business course I have taken in the life of my start-up adventure.
- ❖ The group sessions and the panel review were as critical as the course itself for me. Testing your point of view against other experienced business people and especially an experienced panel, was invaluable
- ❖ It helped us clarify what needed to be done, and brought a greater focus for what the activities need to be in the next 2 quarters.