

Reduce Deal Risk Through Market Based Due Diligence



How Market Based Due Diligence Works

Market Strategy Group's Due Diligence service balances and combines four concurrent paths of analysis:

- Rigorous vetting of more than 50 commercialization success attributes
- Targeted collection and assessment of buyer insights and receptiveness
- Deep firsthand assessment of competitors and competitive offers
- Thorough examination of go-to-market channel strategies, delivery costs, and capabilities

We use all resources at our disposal to conduct secondary as well as primary research through a proprietary network of industry contacts, arriving swiftly at conclusions that are actionable within the timeframe prescribed by our clients, and grounded in market reality.

When investors want to know if the growth being pitched to them is achievable, a practiced, analytic and independent eye is critical - as is speed to outcome.

Market Strategy Group's Due Diligence service delivers on each dimension. Our experienced team of consultants has investigated investments across a range of industries, from spirits to construction, technology to options trading, software to energy.

We use an approach that combines depth and rigor with a decidedly market-based perspective. The result is a thorough yet practical analysis of core assumptions in the deal - conducted with the independence needed for unbiased advice and the sense of urgency required for rapid closure.

The Outcomes

Our Due Diligence service is an independent assessment of market, financial and/or competitive dynamics, tailored to the depth and breadth of your need, and typically focused on answering three questions:

1. Is there really a market and is the product/solution right?
2. Are the assumptions around the revenue model realistic?
3. Are the go-to-market costs in line with what it will take to achieve the projected market outcomes?

The end result is an investment pro forma and set of recommendations rooted in the realities of the marketplace, designed to filter out any misplaced optimism - and resulting waste of cash -- while honestly endorsing any high-yield opportunity.

The Next Step

Due Diligence from Market Strategy Group makes sense whenever an investment group needs a thorough and independent assessment of growth assumptions.

For more information call Jeff Wilcoxon at 312-356-5734 or email Jeff.Wilcoxon@mkt-strat.com.



*We help clients set plans,
drive results and pinpoint performance gaps.*

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