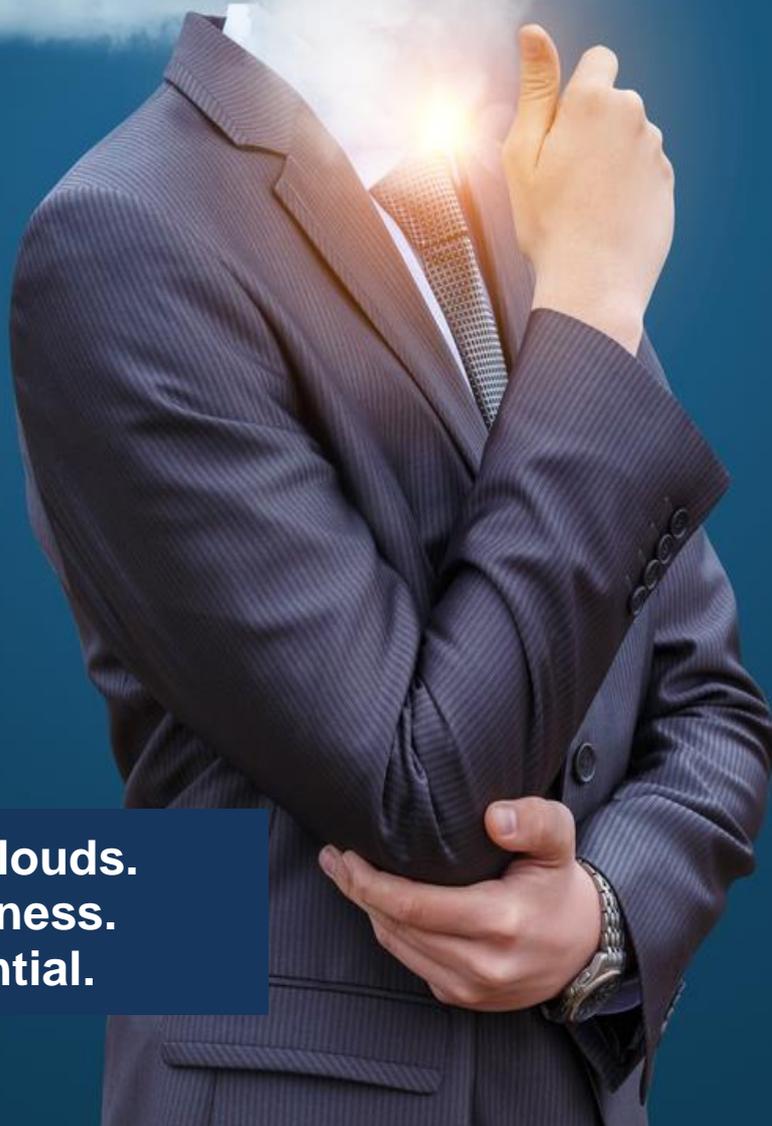




**Touchpoint Change
Consulting**

**High Tech
High Growth**



**See through the clouds.
Expand your business.
Unlock your potential.**

The technology company's growth dilemma ...

High growth technology businesses reach a point where product development and increasing customer demands require the full-time focus of everyone in the company. Your directors, developers, sales and support teams become fully tied up in day-to-day operations.

It is a classic crossroads. Growth rates will either plateau or you will re-energise the business and set off towards a new peak on an accelerated growth path. The route you take will be influenced by the owners' goals, directors' aspirations, access to funding and the available resources.

To realise those aspirations and develop your capability, **Touchpoint Change Consulting** offers a unique approach that secures the resources, know-how and skills to develop your opportunities, open new channels and grow your business successfully.

Read on if you want your business to accelerate down the high growth path. Whether seeking support, resources or funding, we can help. If you wish to explore new technologies such as blockchain, get in touch.

The High Tech High Growth Blueprint harnesses extensive experience of navigating the challenges of growth. It provides the additional resources, skills and expertise to grow your business and unlock your potential.

You need to identify your greatest challenges ...

For growing technology businesses, success is usually determined by how well the management team address certain key challenges. With long experience of helping companies at critical points, we have developed the **High Tech High Growth Blueprint**. This helps identify where you are in your lifecycle, where you want to be and the steps required to take you there.

The Blueprint is managed under three headings: developing your internal capabilities, growing your external business and delivering customer projects successfully. The key challenges are therefore as follows:

| | Internal | External | Customer |
|----------------|---|---|--|
| Strategy | Defining a winning strategy and securing investment | Differentiating and protecting your product and IPR | Crystallising customer value and your proposition |
| Implementation | Securing the right skills and building successful teams | Developing markets and opening new channels | Delivering your products and providing service |
| Exploitation | Managing performance, cost, risk and growth issues | Growing existing accounts and driving new sales | Satisfying customers by achieving their objectives and goals |

Nine Key High Growth Challenges

When you choose an accelerated growth path ...

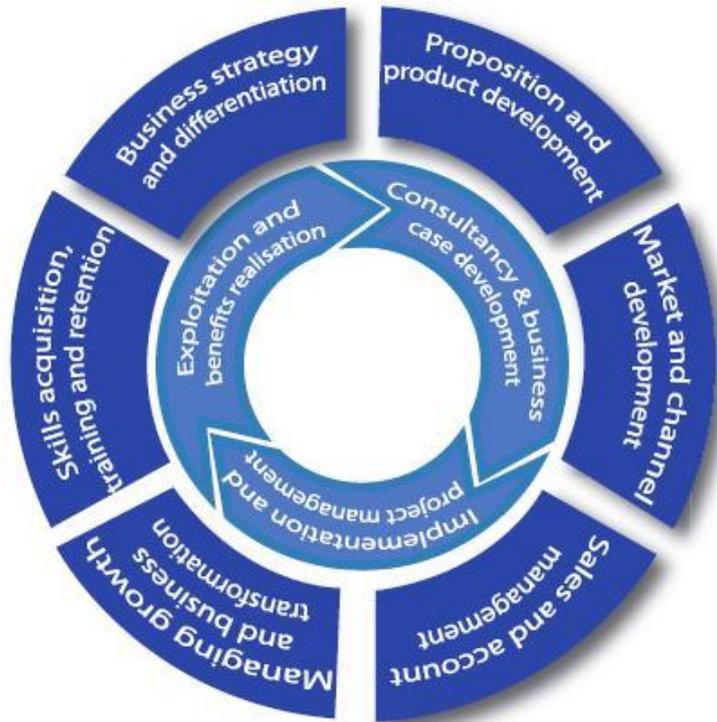
Senior teams often find themselves preoccupied working 'in the business', managing customers and product development, rather than focussed 'on the business', developing strategy and capability. In the real world, some critical issues and opportunities remain unaddressed for too long.

We can help you to be more proactive and agile. Our extensive network makes strategy level expertise available combined with knowledge of your industry and critical business process skills. Working together we can help you navigate your challenges, expand your business and realise your potential.

You need a robust approach ...

The *High Tech High Growth Blueprint* provides a structured framework for planning and accelerating growth. It is a systematic method for assessing performance, building on strengths and addressing weaknesses. The unique approach addresses each of the 9 challenges in the above table. It allows *us* to focus on the issues that matter most. It enables *you* to drive your business forward, secure in the knowledge that you have the bases covered.

It starts with a *diagnostic process* that assesses achievements to date and establishes a clear baseline. To focus our combined efforts, we can also conduct an indicative assessment of your company's current value and what it could realistically achieve based on certain agreed assumptions.



High Tech Growth Blueprint
Diagnostic Framework

The benefits can be significant...

Some of the benefits that can be achieved through our *High Tech High Growth* approach are...

- Reducing the time to deliver new products to market by half and the cost by a quarter
- Creating or reshaping sales channels to deliver revenue increases of 50% or more
- Sharpening the bid process to turn standard sales into strategic deals worth up to ten times the value
- Creating differentiated product propositions to double customers' payback
- Transforming organisational capabilities to underpin annual growth
- Developing strong corporate branding to double funding or exit multiples

Our valuation process can assess the benefit for you.

Start straight away ...

An ideal and low-cost place to start is the **diagnostic and benchmarking** process. This framework will look at where you are on the growth lifecycle compared with your industry and peers. A specialist will guide you and will also provide you with a robust challenge.

At the end of the process, the outputs and any 'gaps' are summarised graphically. Your team is then in a position to kick-start the process of **prioritising and planning**.

The **resourcing and delivery** action plan then soon starts to shape the business.



Then resource up for growth ...

Deciding when to invest in the additional skills and expertise required is a difficult balancing act. Too early and the costs can mount up, but too late and opportunities are lost. It is a classic 'limits to growth' conundrum.

We can take that headache away by providing the expertise when you need it. Some skills can (and should) be developed in-house, but others are more cost-effectively delivered from outside, just when you need them and can afford them. You no longer need to search the market and then recruit onto the payroll. That approach can be time consuming, expensive and distracting and it is hard to select a team that has the broad range of expertise you need as the business develops.

Our 'network' approach means that big company skills are now available in a cost-effective manner to your business. Our seasoned professionals – specialists, consultants, advisers, lawyers, accountants, financiers, marketers, introducers and other functional specialists - have hundreds of years of experience between them and have the contacts and all-round experience to help you succeed.

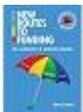
The costs start low and relate to your success ...

We are flexible in how we deliver these services and you can be flexible in how you pay for them. For instance we can offer defined pieces of work for a flat fee, specialist skills on a daily rate and sales or introductions on a percentage basis. Risk and reward deals can also be part of our approach – to save you money early on and share the rewards later.

Talk to us about the people that we can make available to work with you. We can also help you negotiate access to sources of funding and intellectual capital where these are needed to help fuel your growth. Let us start to take away some of your constraints and give you the confidence that everything is on track.

... contact us now to start the process!

“Without your support, ideas and challenge I don’t think we would have achieved what we did – or sold the business at the price we achieved.” Chairman, ENL (high-tech telecoms business).

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| <p>Touchpoint Change Consulting helps large and small business grow, change, diversify or refocus. With a UK-wide network of consultants, interim managers and business coaches, we work to improve performance, reduce costs, develop skills & manage all types of change successfully. Clients benefit from skills transfer and ongoing support.</p>  <p>We support Techcelerate, the North-West technology ecosystem, and promote the book <i>New Routes To Funding</i> by Barry James (available on Amazon).</p>  | <p><u>Contact Us</u></p> <p>Telephone: 0777 55 90192</p> <p>Email: info@TouchpointChange.co.uk</p> <p>Web: www.TouchpointChange.co.uk</p> |
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