

NEW BUSINESS-LINE LAUNCH TO SECURE INDUSTRY LEADERSHIP

First Kernel assisted a mid market company with the creation of a new line of business, complete with validation of market need, development of intellectual property, leadership staffing, marketing & sales material, web collateral and strategic industry alliances.



Situation :

Having embraced a new business model to accelerate growth and revenues, our client realized that it could solidify and integrate several existing disparate capabilities, competencies and customer relationships under a new LOB.

Solution:

First Kernel worked with the client's leadership team to conceptualize the new LOB and align it with the company's overall transformation strategy and end-state objectives. We also successfully integrated the LOB's value-proposition within the company's updated customer-value-vision. Finally, we developed a business case for the LOB to estimate its 3-5 year contribution to the company's revenues.

With the go-ahead in place, First Kernel worked hands-on, to achieve the following for the new LOB:

- Build out of offering
 - Development of intellectual property
 - Models for customer acquisition and support
 - Establishment of critical industry alliances
- Creation of Marketing materials
 - Development of client case study
 - Creation of customer presentation
- Training and educating Business Development team
 - Preparation of sales-team training material
 - Creation of business development collateral

Status:

Client has moved forward with the launch of the new LOB.

KEY OUTCOMES

- Confirmation of market need in the company's business ecosystem, in line with its business strategy and revenue targets
- Articulation of the business case for the new line-of-business
- Establishment of the leadership team and resources to grow the new L.O.B
- Development of Marketing & Sales strategies and collateral for the new business
- Formation of several strategic alliances

ABOUT FIRST KERNEL

First Kernel is a Business Transformation and Transaction specialist firm, serving mid market Enterprises and Investors. It brings together Capital Access, Strategy Formulation and Hands-on Execution to accelerate growth, revenues and profits.

First Kernel advisors are former entrepreneurs, C-level, M&A, Venture and Operations executives with 20 years of experience on average. In aggregate, the Company's advisors have led well over 30 transformation and transaction engagements impacting several billion dollars, in many industries.

For Investors, First Kernel's services address Sourcing, Closing and Creating Value in portfolio companies.

For Enterprises, First Kernel's services address Restructuring, Renovation and Globalization of businesses and LOBs.

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