## Preliminary Financial Study

## June 15, 2016

### Market Summary

#### Market: Past, Present, and Future

Review changes in the market, which can include:

* Market share.
* Leadership.
* Players.
* Competition.
* Market shifts.
* Costs.
* Pricing.

#### Market Cycle

#### Product Definition

Describe the product or service being marketed.

### Competitive Landscape

Provide an overview of product competitors.

#### Competitor A

* Competitors’ strengths
* Competitors’ weaknesses

#### Competitor B

* Competitors’ strengths
* Competitors’ weaknesses

### Product Comparison and positioning

#### Positioning of Product or Service

Distinctly define the product in its market and against its competition over time.

Position each competitor’s product against the new product.

#### Consumer Promise

Summarize the benefit of the product or service to the consumer.

### Communication Strategies

#### Messaging by Audience

List marketing messages for different audiences.

#### Targeted Consumer Demographics

List the demographics for the targeted consumer groups.

### Launch Strategies

#### Launch Plan

Discuss launch plan if the product is being announced.

#### Promotion Budget

Supply backup material with detailed budget information for review.

#### Promotional Schedule

### Public Relations Strategy and Execution

Discuss:

* PR strategies.
* PR plan highlights.
* Backup PR plan, including editorial calendars, speaking engagements, conference schedules, etc.

### Advertising Strategy and Execution

Give:

* Overview of strategy.
* Overview of media and timing.
* Overview of ad spending.

### Other Promotion

#### Direct Marketing

Give:

* Overview of strategy, vehicles, and timing.
* Overview of response targets, goals, and budget.

#### Third-Party Marketing

Describe co-marketing arrangements with other companies.

#### Marketing Programs

Describe other promotional programs.

### Packaging and Fulfillment

#### Product Packaging

Discuss:

* Form-factor, pricing, look, and strategy.
* Fulfillment issues for items not shipped directly with the product.

#### COGs

Summarize cost of goods and high-level bill of materials.

### Pricing and Policies

#### Pricing

Summarize specific pricing or pricing strategies, and compare to similar products.

#### Policies

Summarize policies relevant to understanding key pricing issues.

### Distribution

#### Distribution Strategy

Summarize the strategy for distribution.

#### Channels of Distribution

Summarize the channels of distribution.

#### Distribution by Channel

Illustrate what percentage of distribution will be contributed by each channel. A pie chart might be helpful.

### Vertical Markets/Segments

Discuss vertical market opportunities:

* Discuss specific market segment opportunities.
* Address distribution strategies for those markets or segments.
* Address use of third-party partners in distributing to vertical markets.

### International

#### International Distribution

Discuss:

* Distribution strategies.
* Issues specific to international distribution.

#### International Pricing Strategy

Explain the strategy for marketing within other countries.

#### Translation Issues

Highlight requirements for local product variations.

### Success Metrics

List:

* First year goals.
* Additional year goals.
* Requirements for success.
* Measures of success/failure.

### Schedule

#### 18-Month Schedule Highlights

Outline highlights of the first 18 months.

#### Timing

Identify timing dependencies critical to success.

### Marketing Schedule