

## Value Proposition

Focus 20 is a business consulting and development firm focused on assisting companies define, execute and achieve their business strategies and objectives.

Many consulting organizations provide "strategic consulting" to review and offer guidance for your business plans, organization, and market offerings, after which they bid you success and depart.



*Focus 20 provides third-party objectivity and industry best practices to drive change and adoption.*

Focus 20 takes a different approach...

Focus 20 supports the development of business plans and strategies, but then we remain engaged with clients to assist them to tactically execute. By leveraging decades of international business, multiple industry and information technology experience, Focus 20 works with clients to identify, focus, and execute the 20% of effort and activities needed to drive 80% of return for their companies. Driving this 80/20 principal advantage coupled with tactical support allows our customers to fully execute their business strategies and ultimately achieve their business objectives.

## Identify & Focus on the 20% that will Yield 80% of Your Business Value



## Consulting Services Overview

### Business Consulting

Focus 20 provides business consulting services to assist companies establish, review, and expand their business strategies enabling them to more effectively compete in their markets. Focused consulting practices include Technology Start Up, Product Lifecycle Management (PLM), and Business Performance & Investment.

### Business Management

Focus 20 offers on an interim and part-time basis business management services by individuals with global management experience in corporate management, sales and marketing, product development and consulting services.

### Business Development

Focus 20 engages with our clients to jointly meet their business strategies by executing high priority key tactical activities. Sales, marketing, training, merger & acquisition, partnerships, sales channels, and geographic expansion are some of the tactical activities provided by Focus 20.

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*Business Consulting, Management, and Development to Define, Execute and Achieve Business Objectives.*

## Global Industry Experience

With nearly forty years of global industry experience our members bring a wealth of knowledge and proven skills to assist our clients. Their experience includes business development, management, strategic IT planning and deployment with international organizations from a range of industry sectors including discrete and process manufacturing, software, government and professional services. Global companies who have benefited from our members' consultative work include:



### Business Consulting Activities:

#### Business Formation

- ◆ Business Plan Development
- ◆ Financial Plan Development
- ◆ Marketing Plan Development
- ◆ Product & Service Plan Development
- ◆ Funding & Capitalization Activities

#### Business Review

- ◆ Strategic Business Review
- ◆ Product & Service Offering Review
- ◆ Market Opportunity Review
- ◆ Organizational Review
- ◆ Go-to-Market Review
- ◆ Sales & Marketing Program Review
- ◆ Channel & Partnership Review

#### Business Expansion

- ◆ Business Expansion Planning
- ◆ Market Opportunity Analysis
- ◆ Product & Service Expansion Planning
- ◆ Partner & Channel Expansion Planning
- ◆ Global Business Expansion Planning

#### PLM Program Management

- ◆ Strategy Development & Assessment
- ◆ Requirements and Benchmarking
- ◆ Selection Methodology (make/buy)
- ◆ Deployment and ROI Planning
- ◆ Change, Reengineering & Program Management

#### Business Performance & Investment

- ◆ Business Performance Quotient Analysis
- ◆ Investment Portfolio Analysis
- ◆ Technology Marketability Assessment
- ◆ Customer Engagement Methodology Assessment

### Business Development Activities:

#### Customer Formation

- ◆ Early Sales Development
- ◆ Pipeline Development
- ◆ Customer Relations Management

#### Partnership & Channel Formation

- ◆ Partnership Identification and Management
- ◆ International Bridging
- ◆ Product & Service Development

#### Market Development

- ◆ Market Evangelism
- ◆ Educational Seminars and Keynotes
- ◆ Industry Analyst and PR Strategic Planning

#### Business Capitalization

- ◆ M&A Identification and Management
- ◆ Business Funding Identification and Management
- ◆ Financial Strategic Planning

### Business Management Activities:

Focus 20 offers an alternative for small and mid-sized organizations to leverage the skills and international experience of key management members. Leveraging the 80/20 principle, Focus 20 provides individuals with global management experience on an interim and part-time basis, and can deliver to our clients 80% of the value of a full time equivalent in a much more cost effective manner.

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