



# Due Diligence Market Validation

Turning Innovative Technology Into Winning Products

## Know before you invest

Market validation is one of the most critical components of investment due diligence, yet your firm seldom has the time to do in-depth research into the market for a prospective venture. *Pongracz Strategic Marketing* can validate market readiness and timing for the product, test the pain points, understand the buying process, and uncover new value propositions. The results are invaluable insights – directly from potential customers – that mitigate your risk and can jump-start the company's go to market strategy.

The *Due Diligence Market Validation* from Pongracz Strategic Marketing will provide the following:

- An independent, 3<sup>rd</sup> party assessment of the company's products and markets
- Real market feedback on company position, adjustments required, purchase timing, and clear value statements
- Potential customer leads
- An option of listening to the calls to hear feedback first hand

## How it works

Pongracz Strategic Marketing has an in depth and intense process that tests a company's a position against their priority market/buyer segments. We create a database of target customers and contact high-level decision makers for one-on-one interviews. Our expertise engages prospects in an intelligent, relationship building dialogue that reveals honest feedback and insightful comments.

## Why Pongracz Strategic Marketing

We have more than 16 years of technology marketing experience with a variety of products and markets including, enterprise applications (security, CRM, business decision analysis, collaboration), wireless applications, telecommunications, computer telephony integration, and medical instrumentation products. We have specialized in market validation for the last 5 years and can provide excellent references.

## Timing

Our due diligence market validation package takes 6-10 weeks depending upon the total number of interviews desired and can be adjusted to fit your target time-line. This small investment of time and money can pay off substantially for the astute investor.

## Typical Deliverables

- Position statement to test
- Interview Questionnaire
- 10-12 Completed interviews
- Database used for calls
- Mid-term report and recommendations
- Final Report and Recommendations

## Contact Us

Rosie Pongracz, Founder  
420 Mangels Avenue  
San Francisco, CA 94127  
[rosie@pongraz.net](mailto:rosie@pongraz.net)  
+1.415.672.3746  
[www.pongracz.net](http://www.pongracz.net)