

Executive Summary

TURNING INNOVATIVE TECHNOLOGY INTO WINNING PRODUCTS

WHAT WE DO

A successful market, marketing, and product strategy is critical in today's rapidly moving high-tech market. Companies need to take a new technology or idea and develop a complete product that addresses a customer need and a viable market, as well as execute flawlessly on bringing it to market. We provide a wide range of services from market and product strategy to hands on product management and launches, to help companies deliver successful products and become a leader in their market. We provide the following services that fall into the overall marketing areas of market strategy, product management, product marketing, and market validation. Any of these areas of marketing expertise can be provided as part of a client project:

- Product and company positioning
- Venture funds acquisition
- Business plan creation
- Product life-cycle management
- Competitive analysis
- Market validation and primary market research (for both positioning and product design)
- Product messaging
- Product launches
- International channel development and support
- Product roadmap
- Marketing plans
- Market requirements document (MRD) creation
- Project management
- Market analysis
- Channel marketing
- Marketing programs
- Sales tools
- Value chain analysis
- Usability testing



*A Market Strategy defines the company position.
Marketing supports and defends the position.*

WHO WE ARE

Rosie Pongracz is the founder of Pongracz Strategic Marketing. She possesses more than 14 years of marketing experience with a variety of products and markets, including wireless communications, telecommunications, Internet applications, Web-based enterprise applications, enterprise client/server, computer telephony integration, and medical instrumentation products. Most recently, Rosie was a co-founder of a mobile Internet e-marketing application startup, Higher Order. Prior to that, Rosie led product marketing, product management, and marketing communications strategy

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at iAmaze, a Web-based application startup acquired by America Online (AOL). Prior to iAmaze, Rosie held senior marketing management positions or worked in a consulting role for both small startup and large public corporations.

Rosie earned a B.S. in Electrical and Biomedical Engineering from Carnegie-Mellon University, and completed course work towards an MBA and continuing technology courses such as Java programming.

Pongracz Strategic Marketing works with numerous marketing, technology, and business professionals. Depending on the scope, size, duration, and nature of the project, we bring together the optimum resources to meet client schedules and budget requirements. We work with professionals for marketing communications, Web design, public relations, usability testing, engineering, international business development and financing, and workshop facilitating to assemble a virtual team for any project from product launches to technology due diligence.

HOW WE WORK WITH A CLIENT

We have an integrated and iterative approach to market and product strategy that brings together all constituents of a company's success: internal teams such as engineering, support, and sales; customer and market input; market factors; and overall company strategy and positioning. This approach takes the feedback and knowledge from the client team and creates a position that can be tested against current market conditions with real potential customers and market segments.

We first understand the client goals for their particular product stage – whether it be concept validation pre-funding, a full product launch, or anywhere in between. We develop a tailored plan that fits with a client's budget, schedule, staff resources, and work in progress.

Companies Rosie Pongracz has worked for in a full-time or consulting role include:

- Dialogic (Intel)
- DuPont
- Aveo
- Carl Zeiss (medical division)
- Netmosphere (Critical Path)
- Cygent
- iAmaze (AOL)
- Otelnet
- Natural Microsystems
- Snowshore Networks
- Zembu
- Ecovate
- Tresidder Networks
- Higher Order
- Technology Marketing Partners

CONTACT US

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