



CONSULTING SERVICES

Apps • Software Programs • Consumer Electronics • Consumer Products • Business-to-Business and Business-to-Consumer Solutions • Online and Cloud Services • Mobile Communications • Digital Movies, Music and Media

BUSINESS STRATEGY CONSULTING

Full-service management consulting solutions and development oversight for organizations of all sizes.

- » Corporate Strategy and Business Model Counseling
- » Business Development
- » Strategic Planning and Roadmaps
- » Product Acquisitions
- » IP Portfolio Management
- » Operations Review and Guidance
- » Communications Strategy, Planning and Implementation

MARKET RESEARCH AND CONSUMER INSIGHTS

Detailed sales forecasting and competitive analysis services provide an in-depth look at any vertical.

- » Go-to-Market Strategy
- » Concept Testing and Focus Groups
- » Market Forecasts and Projections
- » Customer and Vendor Insight
- » "What If" Scenarios

EXPERT WITNESS SERVICES

Leading industry experts and veteran expert witnesses available to assist with legal matters of any scope.

- » Market Analysis
- » Design and Development (Technology, Software, Online)
- » Patent and Trademark Infringement
- » Hardware/Software Testing and Evaluation
- » Intellectual Property (IP) Disputes

MEDIA TRAINING

Public speaking and media coaching services that maximize interviews and presentations via tailored strategic message development and communications training.

- » Interviews and Presentations
- » Message Development
- » Corporate Communications
- » Speechwriting

HARDWARE, SOFTWARE AND SERVICE TESTING AND REVIEW

Pre-/post-launch product evaluation, usability testing and focus group services provide full competitive analysis, including media review score forecasting, SWOT analysis, design feedback and marketing insight from top industry experts.

- » Top Industry Critics
- » Diverse Focus Groups (Enthusiast, Consumer, Print/Online/TV)
- » Actionable Feedback
 - » Product Design and Features
 - » Advertising and Marketing
 - » Positioning and Pricing
 - » USPs and Demo Selection

MARKETING, PR AND PRODUCT COUNSELING

Tailored advertising and business solutions that chart a course every step of the way from feature sets and pricing to customer acquisition and retention.

- » Advertising and Brand Positioning
- » Social Media Strategies and Solutions
- » Marketing and Public Relations (PR)
- » Media Relations and Strategies
- » Message Development
- » Event Planning and Publicity
- » Press Release and Press Kit Creation/Distribution
- » Pitches and Presentations
- » Package Design and Point-of-Purchase (POP)
- » Reviewer's Guides, Instruction Manuals and Sell Sheets
- » Web Design

EDITORIAL, VIDEO AND CREATIVE SERVICES

Custom publishing and video production services from the biggest names in the business.

- » Copywriting
- » Video and B-Roll Production
- » Custom Publications: Magazines, Websites, Microsites, etc.
- » Product Demos, Developer Diaries and Event Coverage
- » Live Video and Event Streaming
- » Electronic Press Kits (EPKs) and Online Pressrooms

“An expert voice for the consumer electronics and high-tech industries that executives and organizations of all experience levels would do well to heed.”

Trip Hawkins, Founder, Electronic Arts and Digital Chocolate

“Provides honest, succinct feedback on product and marketing directions... not only does TechSavvy identify strategic risks, they offer clear suggestions and guidance on how to reduce them.”

Jeevan Kalanithi, Founder, Sifteo

“A leading authority on the technology and video game industries that’s helped our state, government and local businesses establish themselves as top players in the high-tech field.”

Kristina Hudson, Director, Washington Interactive Network

“I’d probably still be doing Atari and Chuck E. Cheese’s if I’d had someone like Scott Steinberg to help me in those projects.”

Nolan Bushnell, Founder, Atari

“We engage TechSavvy to prepare clients for key product launches. Their detailed and thoughtful feedback resonates incredibly well with CEOs and management teams alike. They add value to everything from packaging to product performance. I highly recommend the team.”

Alice Chan, SVP and General Manager, Red Consultancy

“If you really want to know about business, you should refer to Scott Steinberg.”

Sir Richard Branson, Founder, Virgin Group

“From product testing to marketing and usability analysis, TechSavvy provides unparalleled insight into the shape of consumer electronics and technology products and services.”

Toby Strangewood, Marketing Director, Physi-Cal Enterprises

“TechSavvy delivers business strategy consulting, market analysis and sales/branding solutions that organizations can benefit from at every level.”

Liz Dickinson, CEO and Founder, Mio Global

“Whether plotting business and pricing strategy, establishing operating models that allow for strategic cost reduction or creating roadmaps for planning and growth, start-ups and investors alike will find that TechSavvy comes highly recommended.”

Krating Poonpol, CEO and Founder, Mobilitz

WHERE WE'VE BEEN SEEN:





SCOTT STEINBERG - Hailed as a top tech industry authority by dozens of outlets from the Associated Press to *USA Today* and NPR, over one billion people have tapped leading analyst Scott Steinberg for insight into today's hottest business/consumer electronics and high-tech trends. A noted entrepreneur who's brought hit software programs and online services to market the world over, he's a frequent on-air analyst for ABC, CBS, NBC, FOX and CNN. From Delta to Clear Channel and MTV, he's helped many of world's largest companies and brands to create and launch cutting-edge products and services. The technology expert of choice for 400+ publications from *The New York Times* to *Playboy* and *Rolling Stone*, Steinberg is also the host of industry video series *Game Theory*. He's a regular public speaker at events like the CEA Line Show and small business columnist for top outlets such as American Express OPEN Forum and *Entrepreneur*.

MARTIN KORDA - BAFTA winner Martin Korda has built a formidable reputation throughout the high-tech and digital entertainment industries, having consulted for many of the world's top development and publishing outfits, including Electronic Arts, Activision and Valve Software. For close to a decade, the former *PC Zone* senior reviews editor has been one of Europe's most widely published critics, with his extensive writing credits including *The Guardian*, *Stuff* and *Computer Shopper*. In 2005, he was lead scriptwriter on Peter Molyneux's BAFTA-winning software title *The Movies*, and part of the writing team behind international bestseller *Black & White 2*.



BJORN LARSSON - A 13-year tech industry veteran and the CEO of popular software developer/publisher Legendo Entertainment, Bjorn Larsson has brought over a dozen top apps and games to market worldwide on virtually all major systems. Highlights include #1 bestseller *Pearl Harbor Trilogy* and the critically-acclaimed *The Three Musketeers*, which have sold tens of thousands of copies and been licensed in dozens of territories and languages. Also the founder of popular interactive entertainment studio Iridon Interactive, he's handled development, publishing, sales, licensing and distribution duties for digital products on every platform from the iPhone to tablet PCs.



SITUATION: Top consumer electronics manufacturer Mio Global required extensive design feedback, market analysis and branding insight for the launch of a new high-tech fitness gadget and complementary Web-based online service. Counsel was also sought regarding product positioning, packaging and performance, with an eye towards later expansion and possible retooling prior to nationwide retail rollout.

SOLUTION: TechSavvy conducted a series of usability tests and focus group panels to determine the hardware and software's potential reach and optimum branding solutions. Custom market research was also performed to identify suggested feature set and pricing, as well as key opportunities for business growth and expansion. Beyond quantifying unique sales points and preferred messaging, principals provided a roadmap for strategic rollout, including direct insight into future product enhancements and upgrades.

RESULT: Mio Global has just successfully launched the new product and online service throughout North America, with a spate of continued updates and enhancements planned for 2011 and beyond. Critical reception has been tremendous, with *Self* magazine citing the accessory as an "essential at-home buy."

YEAR FOUNDED

1999

TOP SELLING PRODUCTS

12

CALORIES BURNED

1 M+

SITUATION: Gaming's most storied brand needed to reinvent itself and its iconic properties for today's generation, transitioning itself away from single-player boxed retail product to online games, massively multiplayer (MMO) titles, digital downloads and downloadable content (DLC).

SOLUTION: Over the course of several years, TechSavvy's experts provided services ranging from custom market research and SWOT analysis to mock reviews and design feedback for the company's biggest and best-known brands. Acting as a direct advisor to development, production and executive management, the team also served as an external member of the product acquisitions team.

RESULT: Having weathered a complete top-to-bottom corporate transformation that lasted several years, Atari has successfully transitioned to new products and platforms, and kept its name relevant to an entirely new generation of gamers. Plans to roll out a number of new series reinventions and reboots are underway, including original properties and franchise updates for PlayStation Network and Xbox Live Arcade.



YEAR FOUNDED

1972

2010/2011 REVENUE

\$57 M

ONLINE SALES GROWTH

493%



SITUATION: VC- and National Science Foundation (NSF)-funded startup with a revolutionary new product engineered to reinvent education and entertainment sought advance feedback on product design, software development and core feature set planning to ensure an optimum user experience. Added input into marketing, packaging and messaging was requested to maximize critical and consumer response, enhance product demos and guarantee a successful launch.

SOLUTION: Using a combination of tailored research, consumer insights and hands-on product tests with leading market insiders, TechSavvy provided comprehensive analysis of physical hardware, supporting apps, companion software and proposed features and pricing. Alongside detailed feedback on product design, user interface and packaging, key message points and positioning were provided, including optimum ways to brand and present the product. Solutions included added insight into future acquisitions, strategic partnerships and roadmaps for later IP growth and extension.

RESULT: Launch of the pioneering consumer electronics product draws eminent, with its creators' efforts increasingly feted by a growing number of major media outlets such as *Fast Company*, *Wired* and CNET. Evolution of supporting software and strategic plans is proceeding at a blistering clip, as company leaders tirelessly work to refine the product in readiness for its impending worldwide debut.

CES AWARD HONOREE

2011

PRE-ORDERS SOLD OUT

24 HRS

VC FUNDS RAISED

10 M