ValueTek™ Service/Product Offering Definition Model

Business or Mission Statement

Influence

Influence

Influence

Assets

- Organizational Capabilities
  - People
  - Process
  - Technology
- Past Performance
- Brand
  - Intellectual Property
  - Thought Leadership
- Partnerships

Support

Offerings

- Verticals
- Services
- Products
- Solutions

Define

Market Analysis

- Customer Needs
- Competitor Analysis
- External Influences
  - Laws & Regulations
  - Trends
  - Technology Direction

Essential Elements

- Value Proposition (Customer Needs)
- Differentiation (Competitor Analysis)
- Delivery Method (Assets)
- Go-to-Market Strategy
- Implementation Roadmap & Investment Plan
- Partnerships
- Collateral
  - Proof Statements
  - Case Studies
  - Pre-proposal Material