BREAKTHROUGH

WORKING WITH
BREAKTHROUGH

Breakthrough
Marketing Technology

Breakthrough Marketing Technology

Transforming market insights into profitable revenue

We support go-to-market leader success as you consider introducing innovations, re-positioning existing ones or expanding your customer base using our agile process.

- You get strategic solutions customized to your unique business needs.

- You get the marketing mix to engage who will pay for what.

- You get actionable insights from data analytics.

- You get a fact-based growth plan based on data from customers you want.

- You get execution and organizational implications from market analytics.

We accelerate your growth initiatives by leveraging our decades of successful industrial experience developing and executing commercial launches

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OUR FLEXIBLE ENGAGEMENT MODELS

Clients Choose The Engagement Approach Most Appropriate For Their Goals

There are three options:

1. **Retainer Structure –** The retainer structure facilitates a longer-term relationship that fosters a significant amount of analytics, market strategy, and industry knowledge transfer from us to you. It also allows us to gain a deeper understanding of your business goals, needs and culture to increase the value we can add.

2. **Daily Rate Structure –** This structure is time & materials based. It avoids an upfront, long-term commitment while still allowing flexibility around the duration of the engagement.

3. **Project Flat Fee Structure –** The flat fee structure is typically for well-defined statements of work with pre-determined parameters and deliverables. Additional requests outside the original scope result in incremental billing.

    a. This structure is best delivered when the Breakthrough team works collaboratively with your cross-functional team leader.

    b. Alternately, the Breakthrough team can perform the statement of work independently and provide the report of contracted deliverables on-time and in budget.

TYPICAL SCOPE
of a
MARKET INVESTIGATION

Breakthrough Marketing Technology is celebrated for simplifying marketplace complexity to reveal what will make a business better. We use our intelligence to think our way through market noise to define and facilitate what it takes to catapult business performance to a higher level of operational effectiveness and profitable revenue. We identify what customers will pay for and what it takes to get it to them. We are recognized for helping our clients connect to their target customers and markets. By engaging our rare combination of left-brain creativity and right-brain analytics, we ... along ... of a ... sustainable ... building ... intellect ... environment in which we can ... our best selves. Our work is enhanced by our diverse ... into ... sses ... dated au ... what ... will pay for into simple facts that transform a business's performance for the better. We generate market analytics to enable decisions on goals for finance, production, sales, and other functions to deliver what targeted customers will value. We design the business models that enable clients to achieve their business objectives with a culture that innovates ways to deliver to the market with ever-increasing effectiveness and efficiency. And we provide integrated data tools and methodologies for marketers and the whole organization to manage business transformation. With all of this, we deliver profitable revenue and definable actions based on market intelligence. We deliver on promises with honesty, transparency, continuous learning, commitment to quality, curiosity, and empathetic listening.

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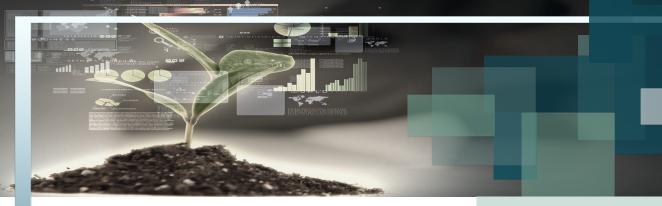Marketing Technology

Advice, Strategy & Market Intelligence

Audit of existing data, internal perspectives and path forward process development. Internal interviews – as necessary.

Elapsed time: 1 to 2 weeks Depending on input availability

Kick-off meeting – customized to client goals

- Confirm business objective
- Align internal team around the market intelligence goals
- Review internal perceptions and available data
- Establish project timing

Elapsed time: .5 to 1 day Depending on team availability

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Advice, Strategy & Market Intelligence

Qualitative exploration – understand perceptions, language, work processes, aspirations & needs of select members of the targeted population.

- Design qualitative discussion guide which includes:
  - Open end probes of individuals - their industry, functional role and company
  - Response to hypothetical concept(s)
  - Manage logistics of engagements
  - Engage the targeted participants and document their input
  - Generate a report of findings

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Advice, Strategy & Market Intelligence

- When the target population is small, Hybrid VOC^{SM} combining qualitative and quantitative inquiries is efficient and recommended. To the general qualitative approach described above we add:

  - Distributions of close ended question exercises. Upon their completion, they are discussed. Included exercises can rank or rate the:

    - Importance of outcomes participants want to achieve in their lives and in their business related to the goals and objectives of the exploration
    - Importance of attributes related to their buying decisions
    - Value for hypothetical concepts
    - Value for features of the hypothetical concept(s) or current offering

Elapsed time: 2 to 6 weeks Depending on the number of target population engagements and their availability

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Advice, Strategy & Market Intelligence

Quantitative validation of key qualitative findings

- Design of web-based survey

- Management of study process and logistics
  - Contracting for panel or lists- as necessary
  - Programming
  - Fielding and raw data collection
  - Incentive delivery

- Analysis

Examples of exercises and output information they deliver are described in the following table.

Data collected from multiple levels of a single or multiple levels of the value-adding chain can be combined and analyzed together.

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Advice, Strategy & Market Intelligence

OUTPUT INFORMATION	RESPONDENT EXERCISE
Value the market has for each hypothetical concept	Concept test with willingness to pay
Overall value proposition and its elements for each concept	Rank order of the concept elements by importance, similarity to current capabilities and willingness to pay
Prioritized outcomes respondents want to experience by demographic or other segment selected factor	Outcome importance and ease of achievement
Net promoter score- your current product and/or brand performance vs. the competitive alternatives	Outcome importance and ease of achievement
Proposed positioning statements (motivating messages) by segment	Derivation from outcome importance and ease of achievement
Preferred channel for communications	Descriptive questions
Attitudes related to using the product/service	Descriptive questions
Comparative value for each hypothetical concept	Compositional conjoint rank vs. alternative discounts
Segmentation by these factors: ■ Outcomes ■ Concept preference ■ Attitudes ■ Demographics	Computation using cluster analysis
Demographics	Descriptive questions

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Advice, Strategy & Market Intelligence

- Deliverables
  - Raw data from all respondents
  - Infographics for each question and key analytics
  - PowerPoint presentation of key findings

- Generate Breakthrough insights and implementation recommendations to address the original business objective

- Support for use of the interactive models in the Breakthrough Toolkit™

Elapsed time: 6 to 8 weeks Depending on how long the study must remain in field to collect specified number of responses.

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Advice, Strategy & Market Intelligence

Coaching to support implementation of the recommendations with internal team as well as appropriate third parties e.g., presenting and working directly with your agency and/or members of the value-adding chain on your behalf – as needed

- Required organizational changes
- Planning ongoing design and collection of market intelligence
- Generation and delivery of communications brief
- Presentation of learnings and downstream value proposition

Elapsed time: TBD Depending on need

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APPENDIX

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Qualitative Explorations

- One-on-one interviews

- Dyads; triads; quads

- Exploratory focus groups

- Ethnographies

- Walk-the-floor observations

- Future Business History^{SM}

- Strategy Flowdown^{SM}

- Marketing communications vehicle testing and assessment

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Quantitative Explorations

- Breakthrough Toolkit™
- Hybrid℠ VOC
- Attribute, attitude and outcome – importance & performance
- Choice model pricing
- MSI – Market Space Investigation
- RVA – Rapid Value Assessment
- RMA – Rapid Market Assessment
- Feature benefit value & profiling
- Factor analysis and compositional conjoint
- Brand assessment including attributes & perceptions
- NPS – Net Promoter Score
- Marketing communications vehicle testing and assessment

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Basic and Advanced Methodologies

- Predictive analytics and reporting
- Likelihood of future membership in your target population
- Advanced statistical methods
- Machine learning algorithms
- Six Sigma
- DMADV – Define, measure, analysis, design, validate
- LEAN
- Agile
- RPA - Robotic Process Automation
- Capacity increase
- Process optimization
- Workflow automation

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BREAKTHROUGH TOOLKIT™ OUTPUT TABS I

Output Tabs	Product	Positioning	Pricing	Competitive Situation	Segmentation
Summary Data • Importance of product & company attitudes & drivers of customer propensity • What if analysis- can add up to 2 new concepts	X	X **Customer & competitive**		X **Expected share from choice model** *(Interactive)*	
Positioning Shows what should be marketed, where to focus based on desired outcomes	X	X **Stated vs. derived** *(Interactive)*	X		X **Suggests segments**
Key Drivers (clusters) Willingness to recommend vs. satisfaction Value for bundles	X	X **Company & product**	X	X **Brand value** *(Interactive)*	X
Value Map Better performance for more important features		X	X	X **Relative position**	X
Perceptual Map View of competitive positioning	X	X		X **+/- for us & competitors by product attributes** *(interactive)*	X
Quadrant Map Head-to-head competitive positioning	X	X		X **+/- for you & competitors vs. product attributes** *(interactive)*	

Links Strategic to Operational Information

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BREAKTHROUGH TOOLKIT™ OUTPUT TABS II

Output Tabs	Product	Positioning	Pricing	Competitive Situation	Segmentation
Feature Value What market says they will pay premium for- not in a competitive environment		X	X *(interactive)*		X
Pricing Profiling & Discrete Choice modeling in a competitive environment	X		X	X **Value for attribute bundles Custom supply demand model** *(Interactive)*	
Outcomes Segment		X			X
Feature Segments	X	X			X
Importance Segments	X	X			X

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BREAKTHROUGH TOOLKIT™

Importance Positioning
Attribute importance

Summary Data Sheet

Concept Test
Value for the concept and its elements

Most Strategic

Perceptual Map
Competitive positioning by attributes

Segmentation

Feature Value
What they'll pay for specific features

Quadrant Map
1 on 1 competitive performance on attributes

Feature Segments
Clustering by feature value

Demand & Earnings Plot

Value Map
Product performance vs. price (vs. fair value line)

Importance Segments
Clustering by attribute importance

Feature Value
What they'll pay for specific features

Key Correlation

Pricing Model

Most Operational

CERTIFICATIONS

- WBENC
- MWBE & Small Business- State of NJ
- MBE – NMSDC
- NYC Small Business
- Port Authority of NY/NJ MWBE & Small Business

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About Us

Founded in 2002, **Breakthrough Marketing Technology** is a business, marketing and innovation consultancy delivering actionable strategies based on fact. Breakthrough helps go-to-market leaders successfully launch new offerings with market insights based on designing, collecting, and analyzing data from the customers to be served. We define the features the market will buy and how much they will pay.

More than experience explaining what to do, we have experience doing the work our clients do. So, we know what it takes for the market insights we uncover to be transformed into plans that are actionable. That's how we guide organizations to the achievement of their strategic objectives.

Breakthrough growth strategies result in sustainable and profitable revenue. By transferring learnings, we enable our clients to do more work better themselves and install high performance processes that grow internal bench strength. Our mentoring and coaching are recognized as supports of the new processes.

We excel at using statistical analysis and predictive modeling – including AI and machine learning, to mine market and company data. Our deliverables leverage client core competencies to extract maximum customer value from every corner of client business.

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