



# Product And Market Growth Audit

CONSULTING SERVICE INTRODUCTION



VentureStep

PART OF  THE CONEXUS GROUP



# Specialist **Consulting and M&A Advisory** focused on the Global **Fintech** Market



## **Consulting**

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VentureStep is results-led.  
Our services result in corporate value.  
Helping you scale & transform while minimising risk.

## **M&A Advisory**

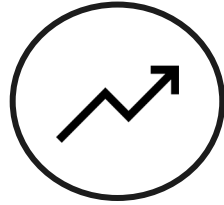
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We identify opportunities and create value,  
through a specialist practice focused on Fintech.

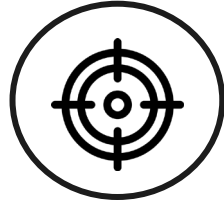


# Why Perform A Product And Market Growth Audit

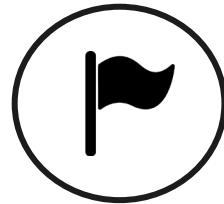
Examine All Areas Of Product **Strategy** & Product **Innovation** Lifecycle ensuring maximum returns



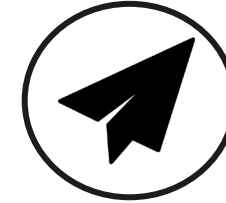
**Understand Weaknesses** And Undertake Remedial Solutions



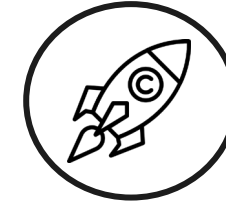
**Benchmark** Solution Against Peers



Ensure Readiness For **New Markets**



Obtain The Most Out Of Existing **Technology / Operate Partners**

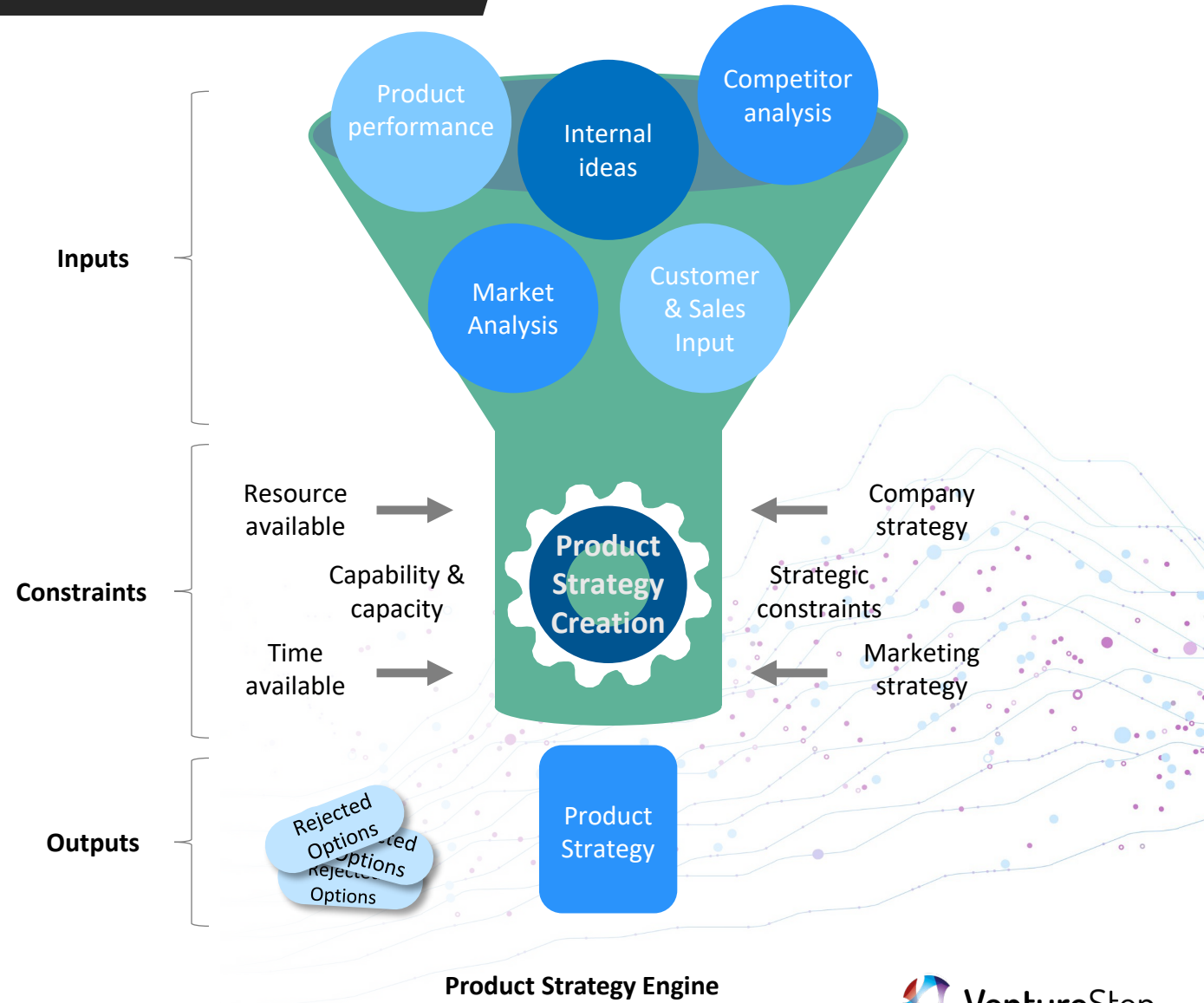


Examine Mindset & Culture of Product teams to enable change

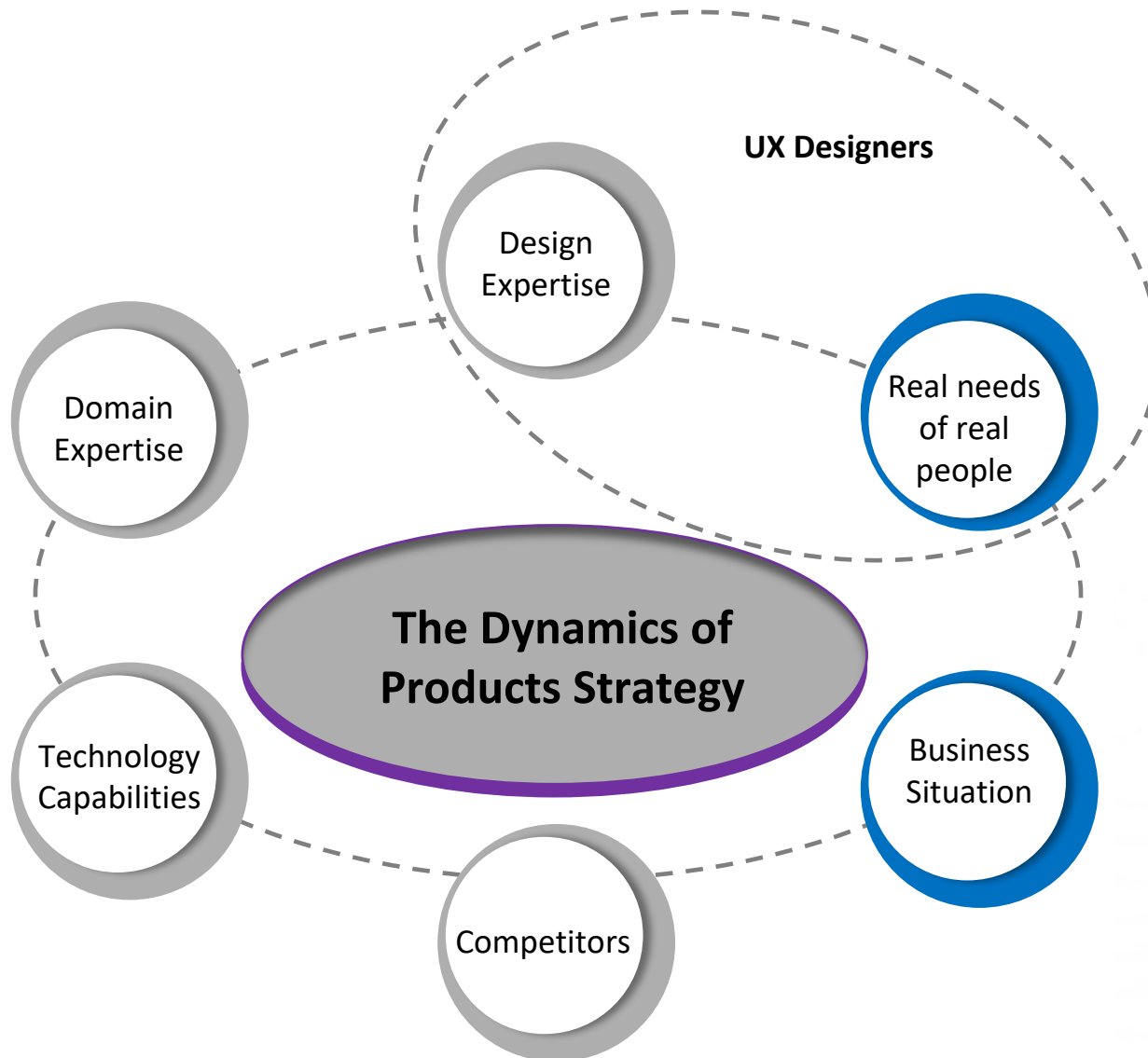


# Some Example Product Strategy Audit Areas

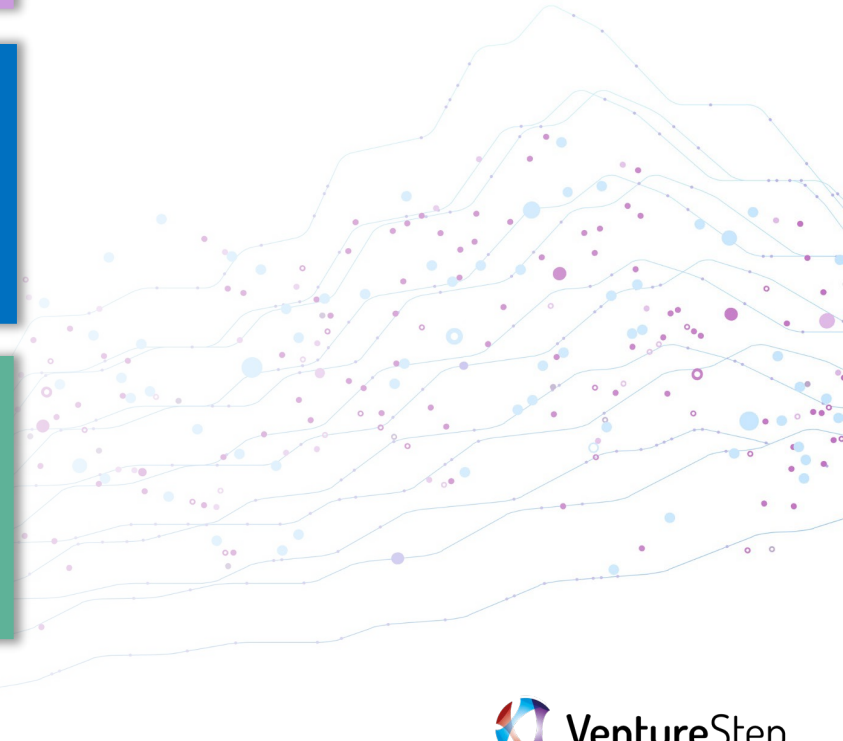
## PRODUCT STRATEGY CONSIDERATIONS



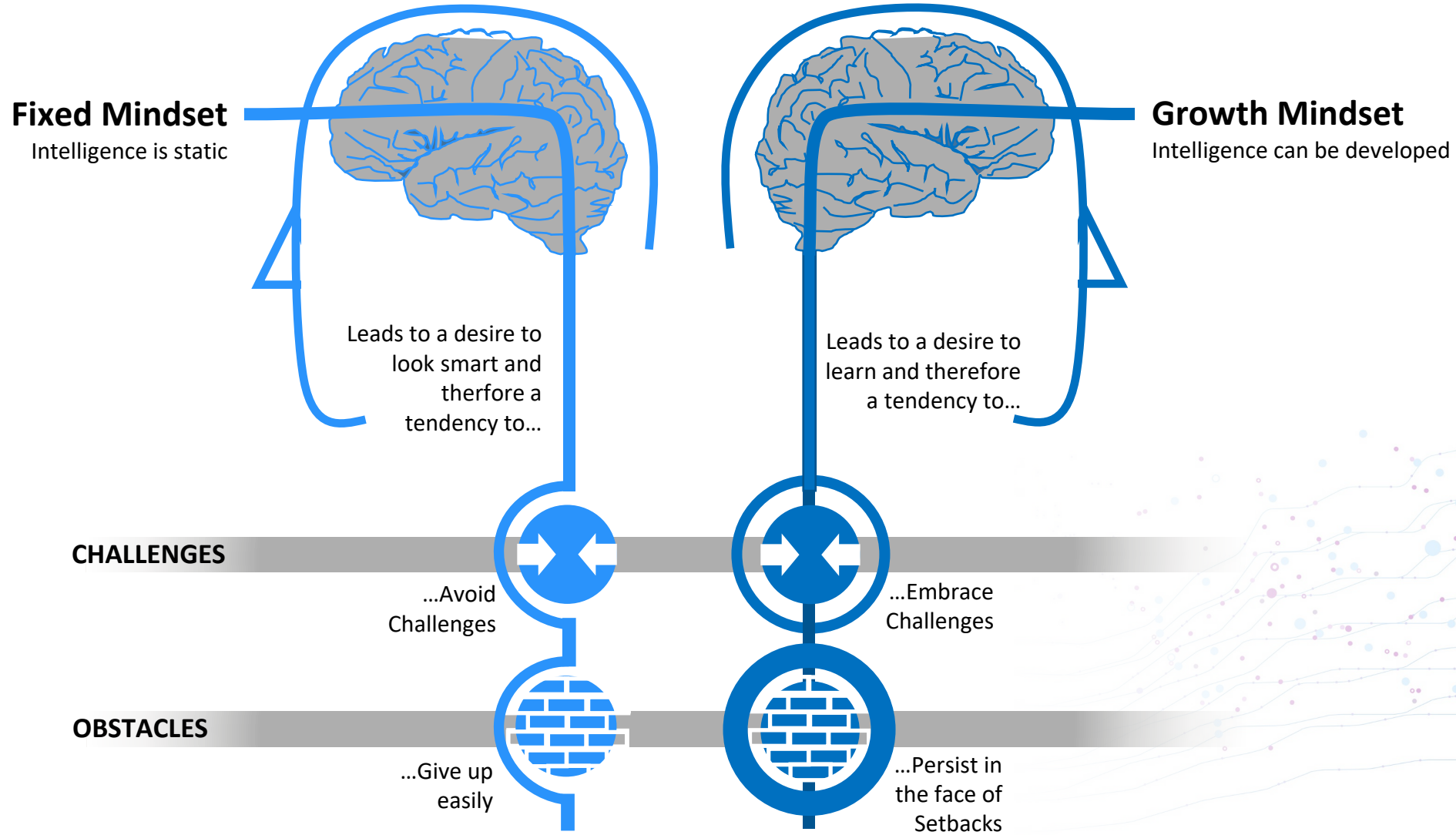
# Example Product Strategy Tensions To Be Assessed



# Example Success Factors

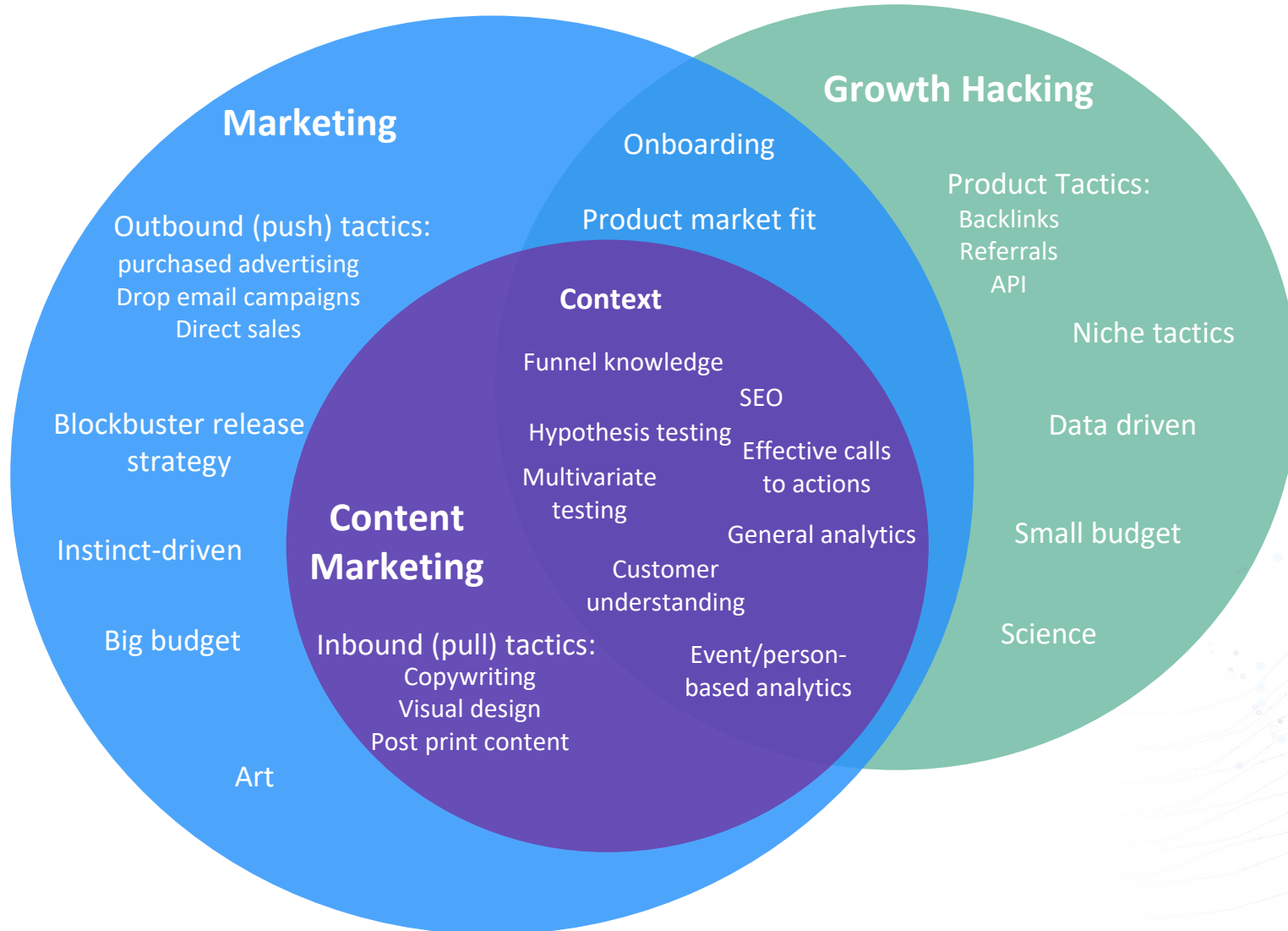


# Example Of Establish Corporate Growth Mindset



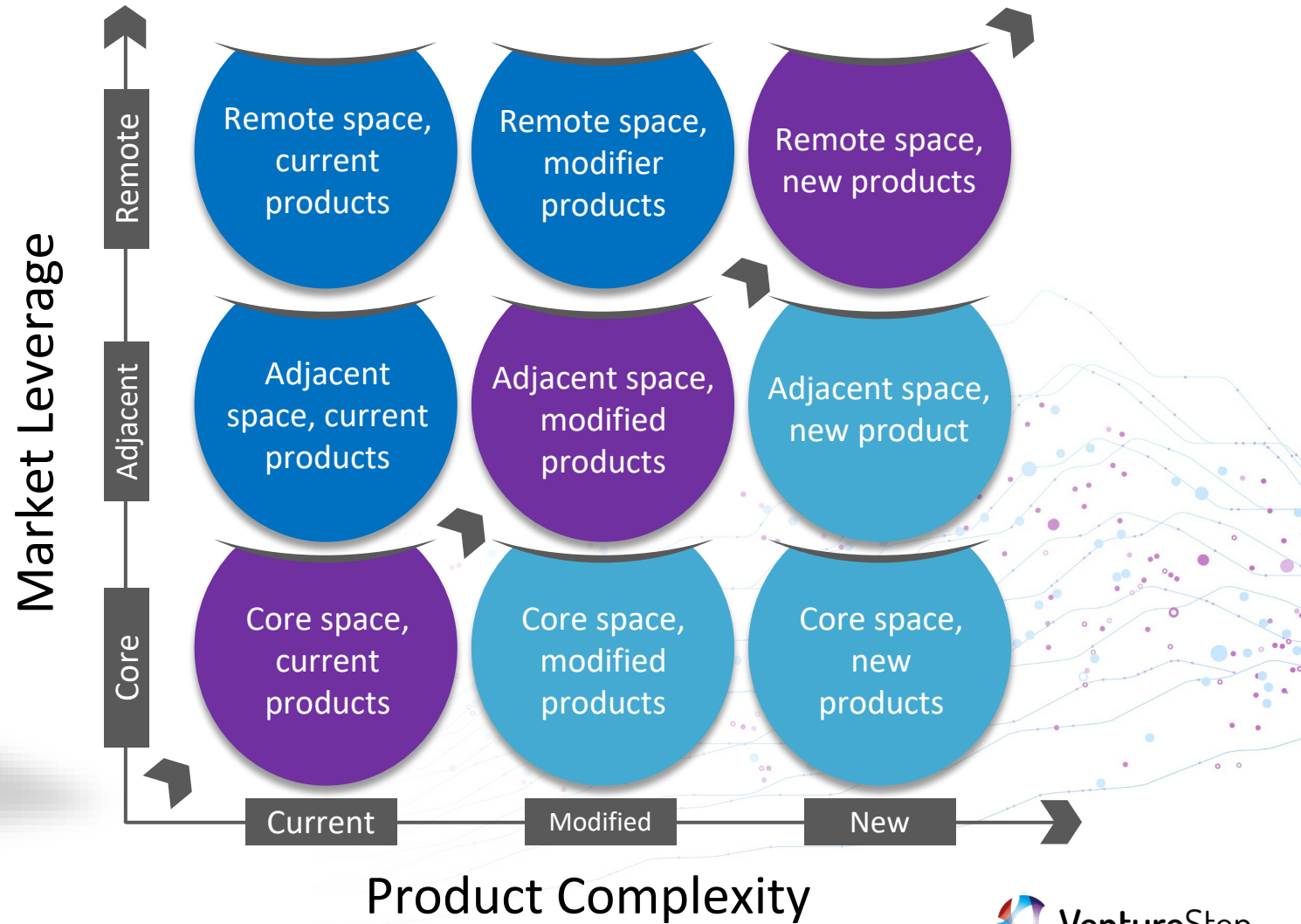
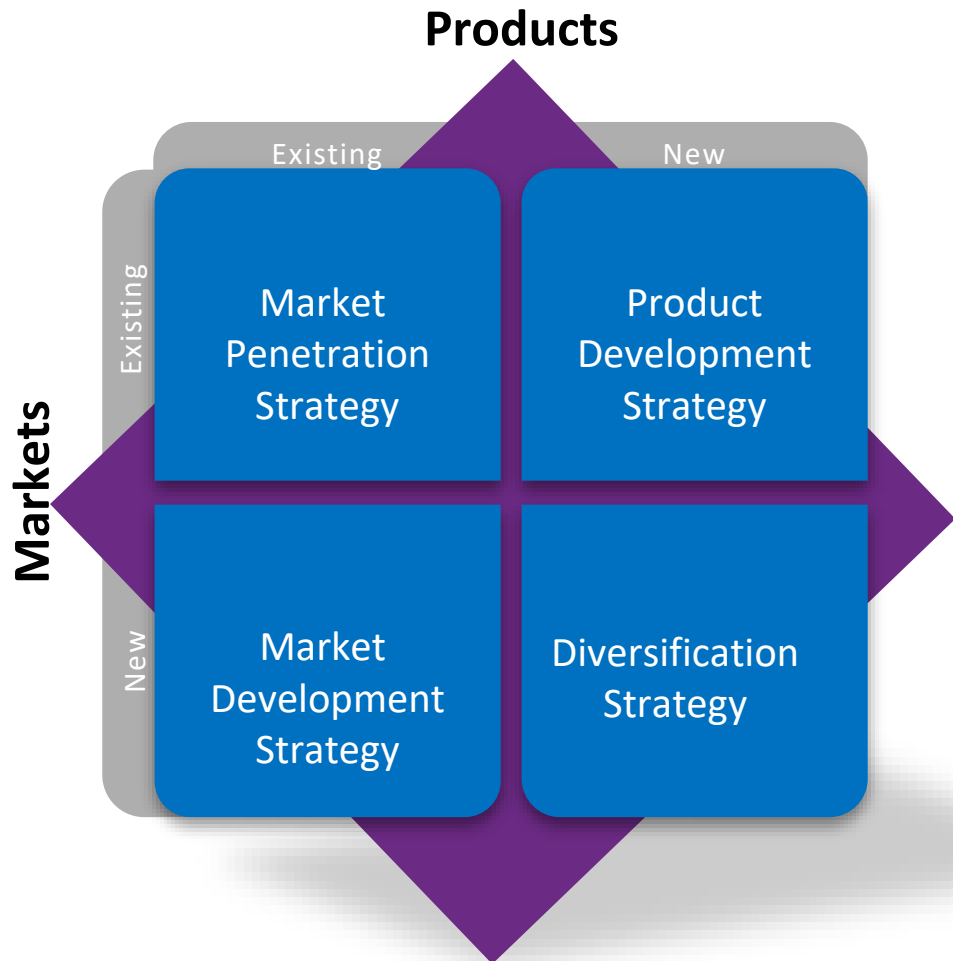


# Example Of Market Growth Intersection

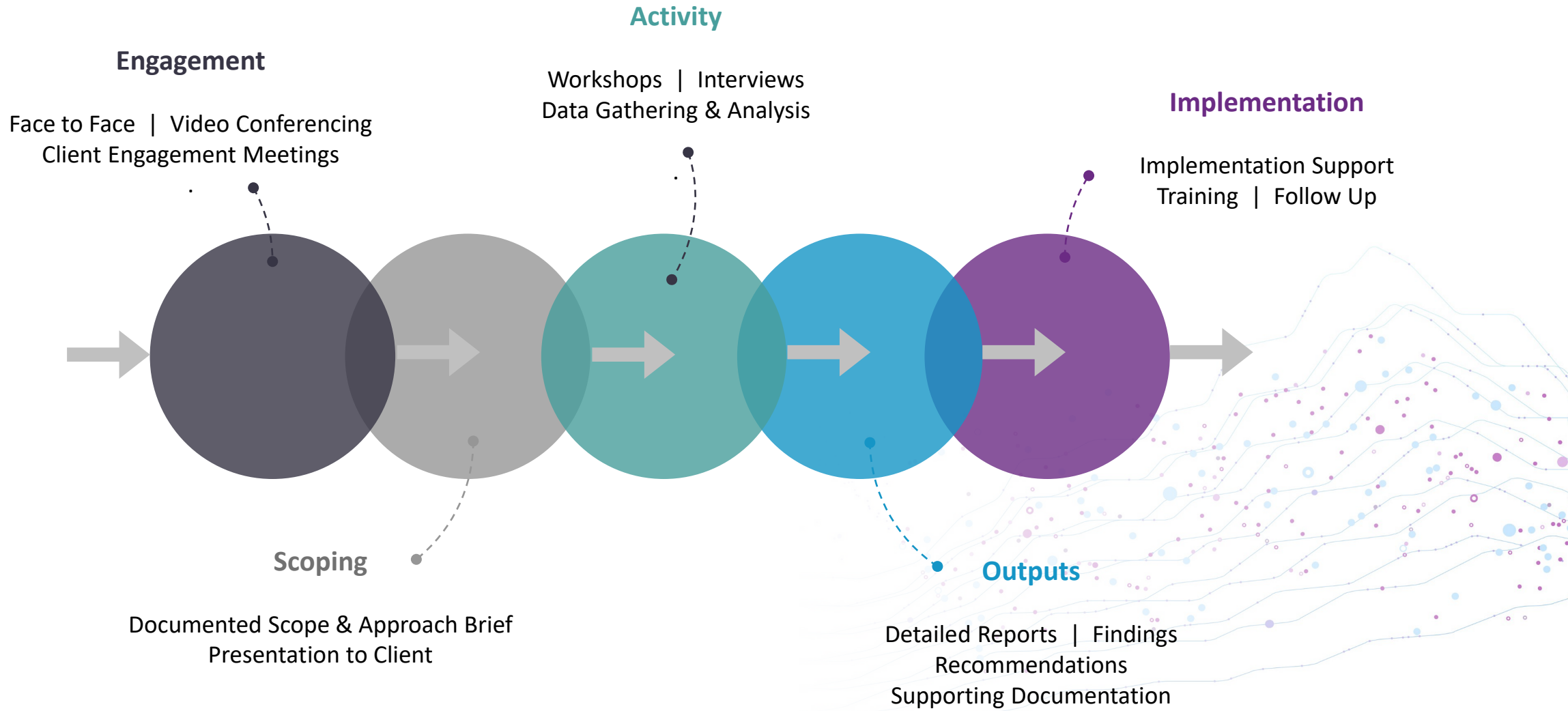




# Example Go To Market Considerations



# Audit Process



**THANK YOU**

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**VentureStep**