

Product And Market Growth Audit

CONSULTING SERVICE INTRODUCTION









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





Consulting

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

M&A Advisory

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



BenchmarkSolution 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

Product Planning

Markets | Accounts | Buyers

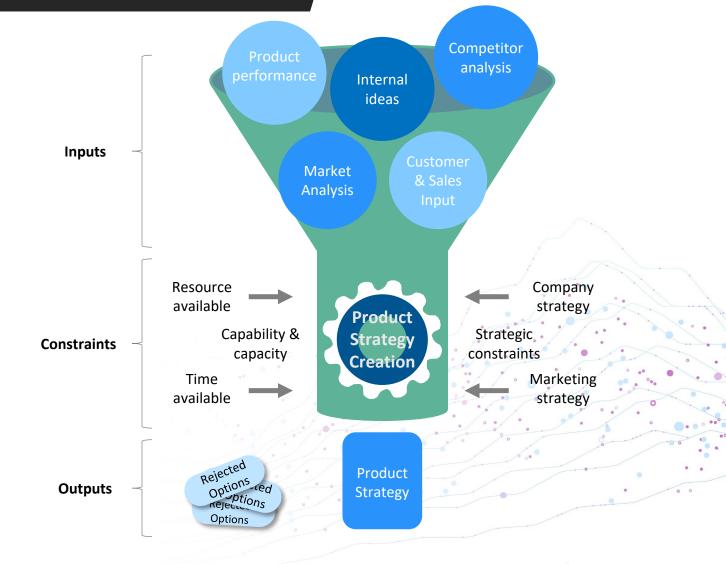
Product Principles

Buyer Behaviour | Customer

Experience Design

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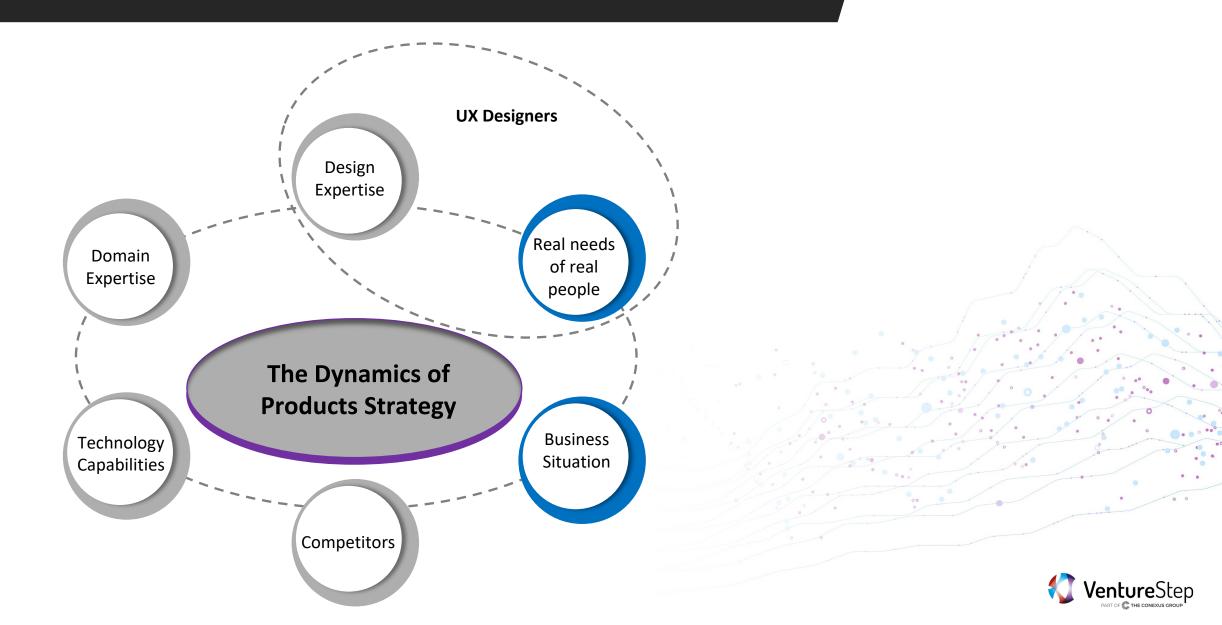
Go-To-Market
Product Road Map | Product Launch
and Messaging | Pricing | Packaging







Example Product Strategy Tensions To Be Assessed



Example Success Factors

Establish a clear strategic vision and define current business strategy.

Product strategy cannot be a personality driven process.

Manage and improve product strategy like any other business process.

Assign process
ownership to an
individual with
technical marketing
skills.

Evaluate project mix and rebalance the trade-offs on a regular basis.

SUCCESS

Define platform strategy first and product-line strategy next

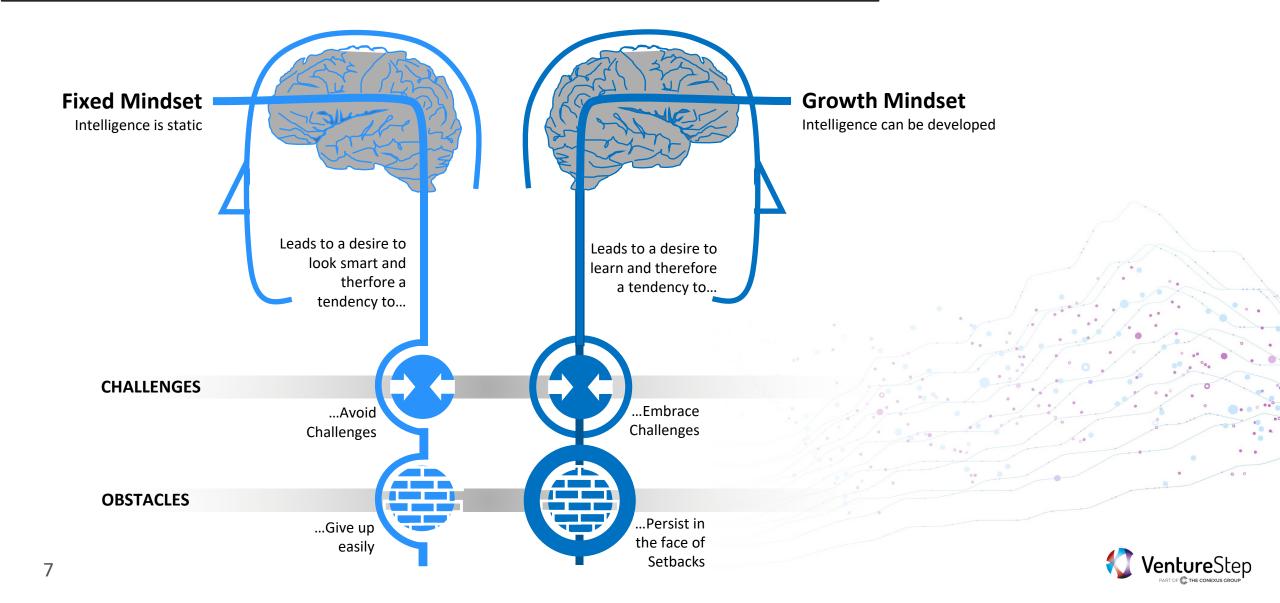
Reconcile the unlimited opportunities implied in the strategic vision with reality.

Consider time, risk, and sustainability for selecting and evolving differentiation strategies.

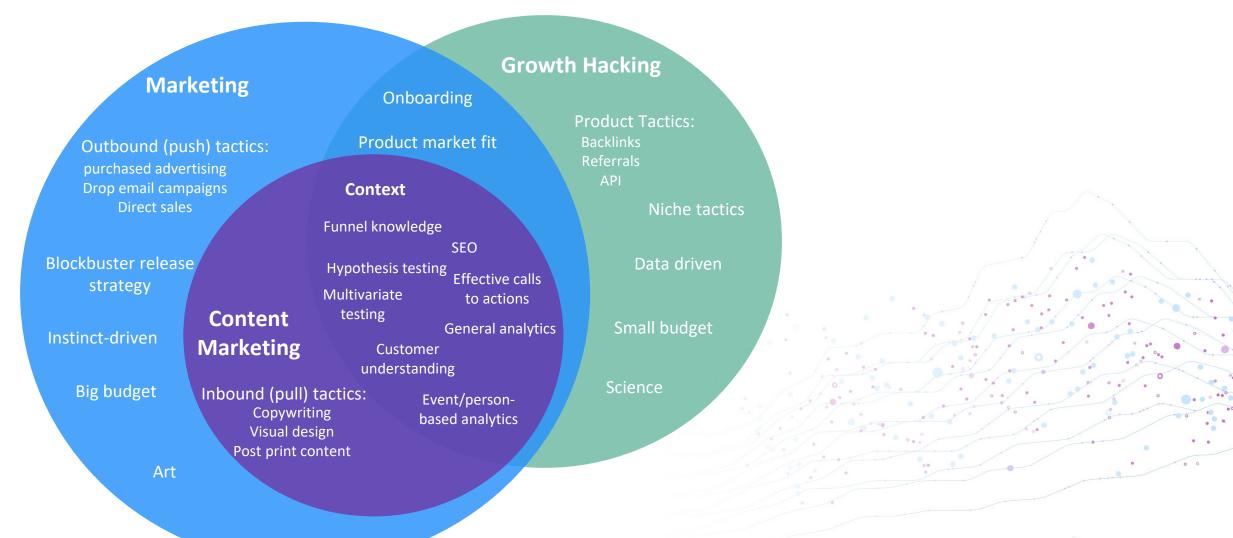
Link the product linestrategy with the product development process.



Example Of Establish Corporate Growth Mindset

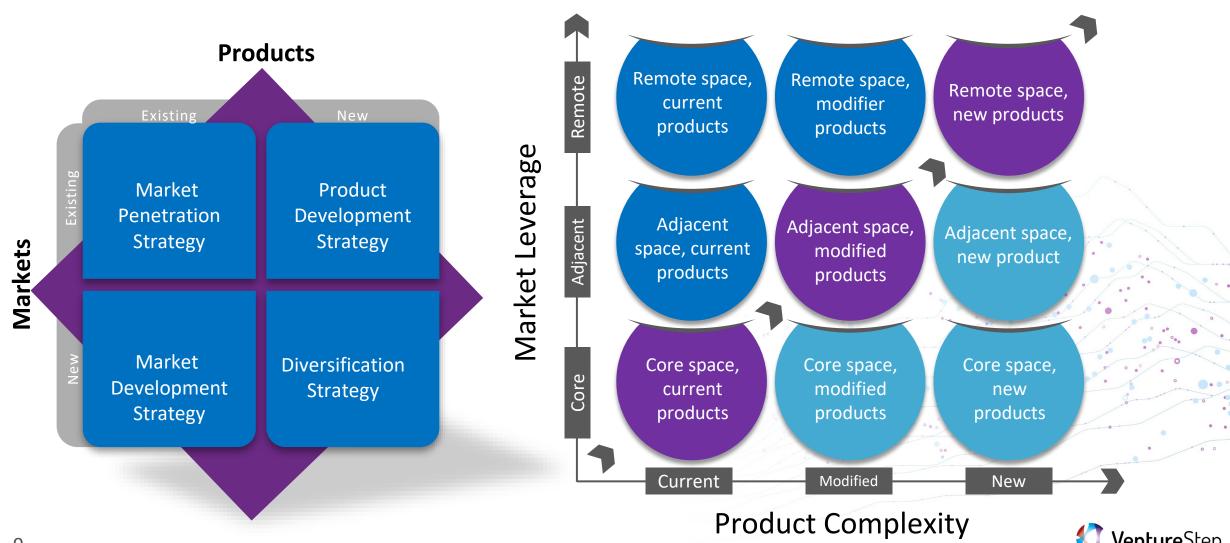


Example Of Market Growth Intersection

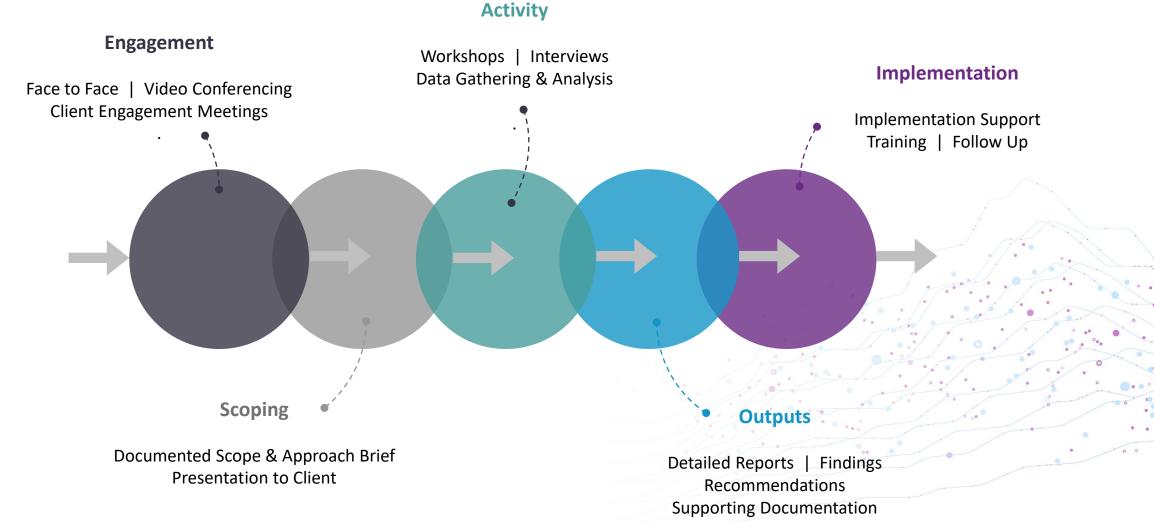




Example Go To Market Considerations



Audit Process



THANK YOU

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