

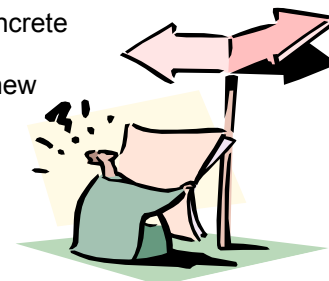
Successful
Strategies
For
Successful
Ventures

PracticalMarkets, LLC

PracticalMarkets provides consulting services to companies developing new strategies, products and services. Whether launching an Internet venture to complement your successful traditional business, or launching a new startup company with dreams of a successful IPO, executable strategies and solid business planning are the keys to success.

An effective business plan can guide the successful growth of a business as well as deliver the interest of investors. As such, business plans are living documents that should be revisited and re-polished to best inform internal corporate decisions and best reflect the company's value to outside investors. Of course, a business plan is only as good as the internal business strategies on which the plan is built.

PracticalMarkets can assist in the development of concrete business strategy documents and the resulting solid business plans required to successfully launch your new venture. The PracticalMarkets Partners have over 100 years of combined business and technical experience; have launched dozens of new businesses for both large corporate and small entrepreneurial companies; and have expertise across all major business and technical functions.



Partners

Brian D. Handspicker
Planning, Marketing,
Technology, Financials

Jon Coleman
Analysis, Planning,
Technology, Management

Betsy Shanley
Analysis, Technology,
Engineering

Robert Emery
Analysis, Technology,
Engineering

David Burns
Analysis, Technology,
Engineering

Jack Barnett
Analysis, Implementation,
Documentation, Training

Christina Sefranek
Analysis, Security,
Documentation, Training

Services Offered

Strategic Planning – Mission Analysis, “Visioning”, Business Planning

Strategic Marketing - Competitive Analysis, Product Requirements, Strategic Partnerships, Standards

Tactical Marketing - Collateral, Advertising, PR, Investor Relations

Sales – Sales Planning, Price Programs

Financial - Budgeting, Revenue Forecasts, Integrated Financials

Human Resources – Competitive Compensation, Benefits, Retention Strategies, Policies and Procedures

Technology – Requirements, Technology Selection, Architectural Design, Graphic Interface Design

Management - Staffing Requirements, Organization Development, Team Motivation, Project Management

Sample Clients

ClaimPlace

Insurance Services Startup

Vertical Market Requirements, Product Requirements, Technology Selection, Architectural Design, Staffing

WebEnable

Supply-chain E-commerce Startup

Customer Requirements Analysis, Technology Selection, Architectural Design, Staffing Requirements

Wireless Commerce Automation

Wireless Field Service Startup

Business Plan Development, Market Analysis, Competitive Positioning, Budget Analysis, Revenue Forecasts, Integrated Financials, Board of Advisor Selection, Partner Identification

MegaScan

Medical Hardware Re-start

Turn-around Plan, Marketing Plan, Event Plan, Product-line Plan, Marketing Collateral, Customer DB

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