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| Project Title | Product Market Pentration | | | | Project Manager | Chris Thompson |
| Project Start Date | | 6/12/2017 | Project End Date | 8/10/2017 | Project Sponsor | Jay Gruden |

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| Project Type | Go-to-market Strategy | Function/Department | Marketing | Operating Company/Division | Division B |

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| Business Need | |
| Our product is a growing adjacent market for our company, with market inflection points anticipated in the next 2-3 years. This market is outside of our traditional space and requires a different approach to marketing strategy and go-to-market. This project will develop the strategy and playbook for our company to engage deeper in the new market. | |
| Project Scope | Deliverables |
| Documented business case and detailed go-to-market strategy playbook including a sustainment plan; not to include traditional markets | 1. Market sizing and segmentation 2. P&L assessment for new market for next 3 years 3. Go-to-market Strategy |
| Risks & Issues | Assumptions |
| * Lack of available information on market * Research reports inconsistent with business landscape * Critical resources not available | * Managers to provide regular updates * Customers are currently budgeting for this change |
| Key Activities | |
| * Build list of 100 customer entities in this space * Create of $5M in funnel from identified programs with defined value proposition * Define dollarized roadmap to achieve $7M/yr in this market space * Go-to-market Strategy | |

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| Financials | |
| Budget: $20,000 | |
| Milestone Schedule | |
| Milestones | Target Completion Date |
| Kick-off | 6/18/2017 |
| Mid-summer report out | 7/27/2017 |
| Final Report Out | 8/17/2017 |

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| Project Team | | Approval/Review Committee | |
| Project Manager | Chris Thompson | Sponsor | Jay Gruden |
| Team Member | Jordan Spieth | Corporate HR Manager | Erin Andrews |
| Team Member | Steph Curry | Operating Company HR | Monica Seles |
| Team Member | Clay Thompson | Operating Company President | Dan Fouts |
| Team Member |  |  |  |

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| Resulting Impact | | | | | | | |
| Success Metric | # Customer Acquisition Funnel | % Achieved | 90% | Downloads | 14 | Shares | 35 |