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| Project Title | Connected Company | | | | Project Manager | Jonny Twotone |
| Project Start Date | | 6/12/2017 | Project End Date | 8/10/2017 | Project Sponsor | Tony Soprano |

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| Project Type | Go-to-Market Strategy | Function/Department | Product Management | Operating Company/Division | Division C |

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| Business Need | |
| Determine monitoring strategy in increasingly connected B2B marketplace. | |
| Project Scope | Deliverables |
| Grow the damn businesses; not to include not growing the businesses | 1. Segment target vertical markets 2. Product Roadmap 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 available |
| Key Activities | |
| * Create segmentation/market sizing for target verticals and applications * Perform research on preferred technologies * Understand company value proposition * Go-to-Market Strategy | |

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| Financials | |
| Budget: $10,000 | |
| 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 | Jonny Twotone | Sponsor | Tony Soprano |
| Team Member | Phil Leotardo | Corporate HR Manager | Erin Andrews |
| Team Member | Bobby Bacala | Operating Company HR | John Madden |
| Team Member | Paulie Gaultieri | Operating Company President | Sheryl Sandberg |
| Team Member |  |  |  |

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| Resulting Impact | | | | | | | |
| Success Metric | # Customer Acquisition Funnel | % Achieved | 56% | Downloads | 0 | Shares | 0 |