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| Project Title | Expansion of business unit into new frontier | | | | Project Manager | Tom McIntyre |
| Project Start Date | | 6/12/2017 | Project End Date | 8/10/2017 | Project Sponsor | Charlie Batch |

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| Project Type | Go-to-market Strategy | Function/Department | Product Management | Operating Company/Division | Division A |

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| Business Need | |
| We have an existing business that’s based on a traditional model for delivery through providers. These customers are under threat from new kinds of providers like Netflix and Hulu who are providing content “over-the-top” of traditional services. Our current revenue is under threat on this transition and we need to find the customers who will have new problems as they shift to this different form of distribution. Division A’s strategy is to find growth through specific market verticals to drive a higher level of application and customer intimacy. This will generate unique offerings that drive preference, create sustainable differentiation, increased customer loyalty, and ultimately produce a higher margin business. | |
| Project Scope | Deliverables |
| Create business model & GTM strategy for new frontier solutions business; not to include file-based solutions | 1. Market Sizing of new frontier 2. Business Model 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 | |
| * Define the market size for new frontier (Mekko) including market segmentation and competitive landscape * Using UX-DNA methods, test the value proposition, competitive landscape, and Division A’s solutions differentiation in the new frontier market * Create a business model for new frontier * Pricing Model * Go-to-market Strategy | |

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| Financials | |
| Budget: $15,000 | |
| 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 | Tom McIntyre | Sponsor | Charlie Batch |
| Team Member | Dan Marino | Corporate HR Manager | Erin Andrews |
| Team Member | Ian Poulter | Operating Company HR | Aliza Ellington |
| Team Member | Tom Cable | Operating Company President | Pat Sabre |
| Team Member |  |  |  |

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| Resulting Impact | | | | | | | |
| Success Metric | # Customer Acquisition Funnel | % Achieved | 150% | Downloads | 25 | Shares | 50 |