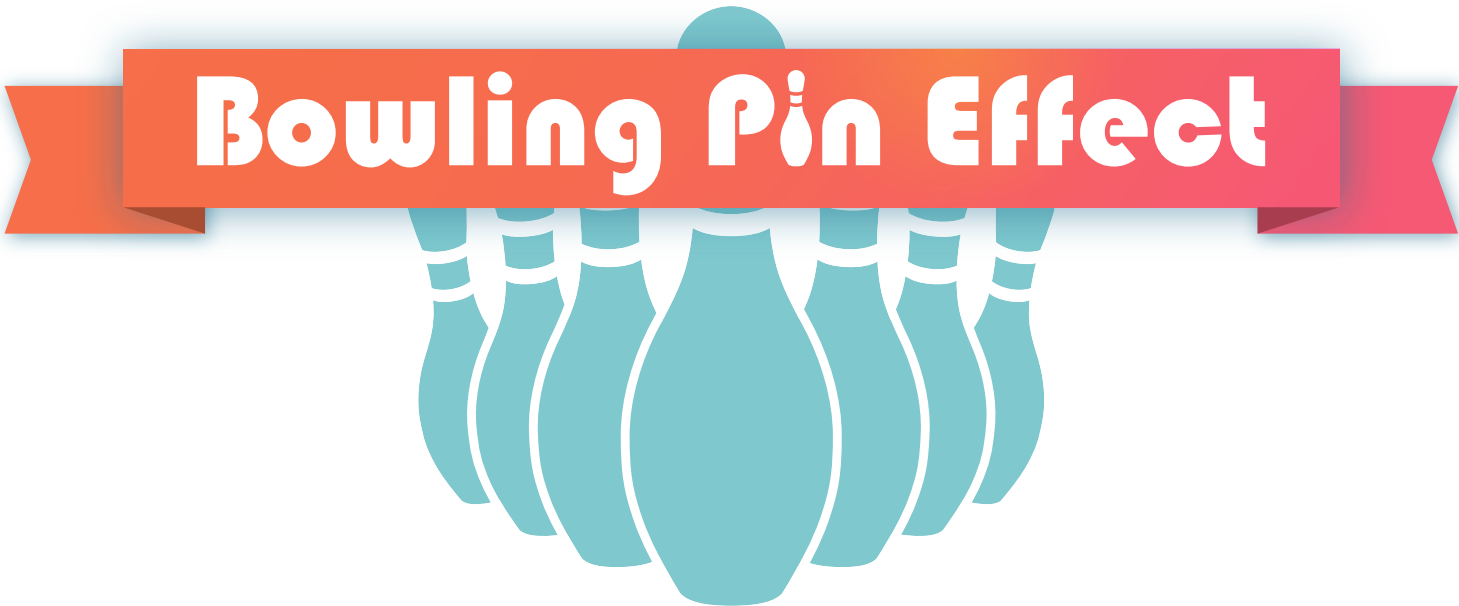


# Final Simulation Results

You captured segment share you weren't targeting, all through word of mouth! You got the ...



Congratulations! With over 30% segment share, you have successfully crossed the chasm!

## Total Market Share

	Year 2	Year 3	Year 4
IENT SHARE			0%
Haul Trucks: Long-Haul Trucks			5.0%
Haul Trucks: Moving Companies	8.0%	20.0%	30.0%

	Year 2	Year 3	Year 4	
Is: Truck Rental			5.0%	
ge Delivery: Long-Haul Solution			5.0%	
ge Delivery: Last-Mile Solution			5.0%	
<b>MARKET SHARE</b>				
Haul Trucks	0.4%	1.0%	6.3%	
Is			1.5%	
ge Delivery			5.0%	

## Total Revenue

	Year 2	Year 3	Year 4
Segments			
Long-Haul Trucks: Long-Haul Trucks			\$15,000,000
Long-Haul Trucks: Moving Companies	\$1,200,000	\$3,000,000	\$4,500,000
Rentals: Truck Rental			\$1,000,000
Package Delivery: Long-Haul Solution			\$3,000,000
Package Delivery: Last-Mile Solution			\$1,000,000
<b>Total Revenue</b>	<b>\$1,200,000</b>	<b>\$3,000,000</b>	<b>\$24,500,000</b>
<b>Revenue Growth from Prior Year</b>	<b>20%</b>	<b>150%</b>	<b>717%</b>

# Feedback for Year 4

## Investor Feedback

“ We are delighted with this year’s results. You should be proud of the company you have built, and even more proud of the movement you have started. ”

## Whole Product Rating

These star ratings show how well you allocated your budget per segment.

Long-Haul Trucks: Moving Companies



## Notable Customer Wins

Move It Tomorrow!	
Deal Size	\$900,000
Referral Likelihood	likely
Pack, Haul, & Move	
Deal Size	\$750,000
Referral Likelihood	likely

## What Customers Said

“ We are so pleased with how this integration has gone. You’ve provided excellent service anytime we needed it, which is invaluable. ”

“ I’ll admit I was extremely nervous taking the plunge. But now, send any prospective clients my way, I can’t recommend you enough! ”

## Decisions Made for Year 4

Long-Haul Trucks: Moving Companies

Whole Product Solution	Partners & Allies	Sales Channels
Custom Hardware\$1,500,000	Light / Heavy truck manufacturers	Direct sales
Training & Support \$520,000	Application designers	Authorized dealers
Software \$1,510,000		Value-added resellers
Integration		
Maintenance \$470,000		
<b>Pricing Methods</b>		
Premium		

Year 3 Feedback

Investor Feedback

“ We’re really pleased with what you were able to do in terms of market share in just a few years. Show us some even stronger numbers next year! ”

Whole Product Rating

These star ratings show how well you allocated your budget per segment.

Long-Haul Trucks: Moving Companies

★★★★★

Notable Customer Wins

Godzilla Movers	
Deal Size	\$450,000
Referral Likelihood	likely
Home-to-Home for Hire	
Deal Size	\$600,000

What Customers Said

“ I don’t jump into anything without a lot of careful due diligence. I have been impressed with all of the thought and care you have put into this product. It’s a big step for us, but I feel

Referral Likelihood

likely

confident there won't be any surprises down the road.”

“ This feels like the beginning of a great partnership. If Conveyance continues to build out its extensions and plugins, I think we'll be in good shape.”

Decisions Made for Year 3

Long-Haul Trucks: Moving Companies

Whole Product Solution	Partners & Allies	Sales Channels
Custom Hardware\$1,600,000	Light / Heavy truck manufacturers	Direct sales
Training & Support \$520,000	Application designers	Authorized dealers
Software \$1,410,000		Value-added resellers
Integration		
Maintenance \$470,000		
<b>Pricing Methods</b>		
Value-based		

Year 2 Feedback

Investor Feedback

“ H'mm... we're getting nervous here. You need to figure out what this market wants. It's a good product, it can't be that hard to sell. ”

Whole Product Rating

These star ratings show how well you allocated your budget per segment.

Long-Haul Trucks: Moving Companies



Notable Customer Wins

What Customers Said

Sharp Sisters Moving Company

Deal Size	\$300,000
Referral Likelihood	likely

Speedy Hare Moving Co.

Deal Size	\$150,000
Referral Likelihood	likely

“ Between your breakthrough software and our hungry young engineers, we are going to change the world! We’re willing to work with you until integration improves, but we’re going to need to see some serious commitment to our sector—what sort of changes are you going to make to ensure that we are getting the complete package? ”

“ Your product is awesome! With just a little more focus on our particular needs, I think we can attain a long-term partnership. ”

Decisions Made for Year 2

Long-Haul Trucks: Moving Companies

Whole Product Solution

Custom	\$2,000,000
Hardware	
Training & Support	\$520,000
Software	\$1,010,000
Integration	
Maintenance	\$470,000

Pricing Methods

Value-based

Partners & Allies

Light / Heavy truck manufacturers  
Application designers

Sales Channels

Direct sales  
Authorized dealers  
Value-added resellers

# Year 1 Feedback

Total Revenue: \$1,000,000

## Investor Feedback

“ It doesn’t look like your forecast for exponential growth this year was realized. This is disappointing; the returns on our investment depend on you capturing market share. This ship had better turn around. ”

## Notable Customer Wins

### Interstate and Interactive Trucking

Deal Size	\$150,000
Referral Likelihood	very likely

### On Point Auto

Deal Size	\$30,000
Referral Likelihood	unlikely

## What Customers Said

“ You are selling a very exciting vision for the future, but we will wait until we see more successful implementations. We don’t want to be the customers who have to find all the bugs in your product. ”

“ Once I saw the demo I was pretty excited, but looking at the package you offer, it doesn't feel like you're ready to integrate into my company. I need this to focus on my needs, not just the needs of tech visionaries. ”