

The Secular Growth Curve

~~“The race is on. The invention phase is over, now NewCo must take its offering to market. The Visionary Partner provides some initial legitimacy but breaking through with the Early Pragmatist buyers is the key. They provide the leverage to drive up the growth curve with success building on success. Or vice-versa!~~

~~The race up the curve brooks no slowing down. Once started you must keep moving. As you move from Period to Period new opportunities emerge to drive market effectiveness and legitimacy. The challenge is to pick the right initiatives at the right period, and spend the right amounts of money at the right moments on the right drivers...”~~

AGENDA

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