MEMORANDUM

From VP Sales & Distribution NewCo

To: Sales Team

Subject: Landing Visionary Co-Developers

In Period 1, we made assumptions on the niches we wish to enter when we go to market. These assumptions form the basis of the upcoming drive to form relationships with industry leading customers. Before we start this campaign you all need to familiarize yourselves with the underlying assumptions.

The risk we face is that we will meet stiff competition from others particularly for the Visionaries we have selected as our preferred partners. When developing our start-up funding request, we made preliminary overtures to all the Visionaries regardless of niche to test out their interest.

The reality of this sales-led campaign to land visionary relationships is that we are in the hands of the Visionaries as to when they will be ready to talk to us and consequently the sequence in which they will be available. Once available the window for persuading them is narrow so we must have our arguments and preferences marshalled. My estimate is that the window for approaching any particular visionary will be open for one minute.

This is going to be an exciting scramble!!

We will be preparing a pitch. We know that the Visionaries have been influenced by our prior sales contacts and the recommendations of technical experts. (Well done to our Product Development Team in getting to the experts.) We also know they are looking for commitment, which they measure in the developer time we are willing to commit. A rough list has been created of the offers we will make.

The above said it is entirely possible that we will be beaten out on our desired candidates by a superior competitive offer. If so, we must rapidly regroup and attempt to land others. This will mean having a contingency plan. But remember, we will never know which candidate will be hot when!!

A further restriction is the amount of time we budgeted for and the number of pitches we are funded to make.

We will be meeting on Thursday (6th) at 2pm to hash out our approach.