

# **BOND INVESTMENT STRATEGY**

ALPER YILDIRIM



# PLAN FOR PRODUCT LAUNCH

PLANNING	MARKETING	DESIGN	STRATEGY	LAUNCH
Synergize <b>scalable e-commerce</b>	Disseminate <b>standardized metrics</b>	Coordinate <b>e-business applications</b>	Foster holistically <b>superior methodologies</b>	Deploy <b>strategic networks with compelling</b> e-business needs



# **RISK CONSIDERATIONS**

ANNUAL REVENUE GROWTH



# **RISK CONSIDERATIONS**

INTEREST RATE RISK

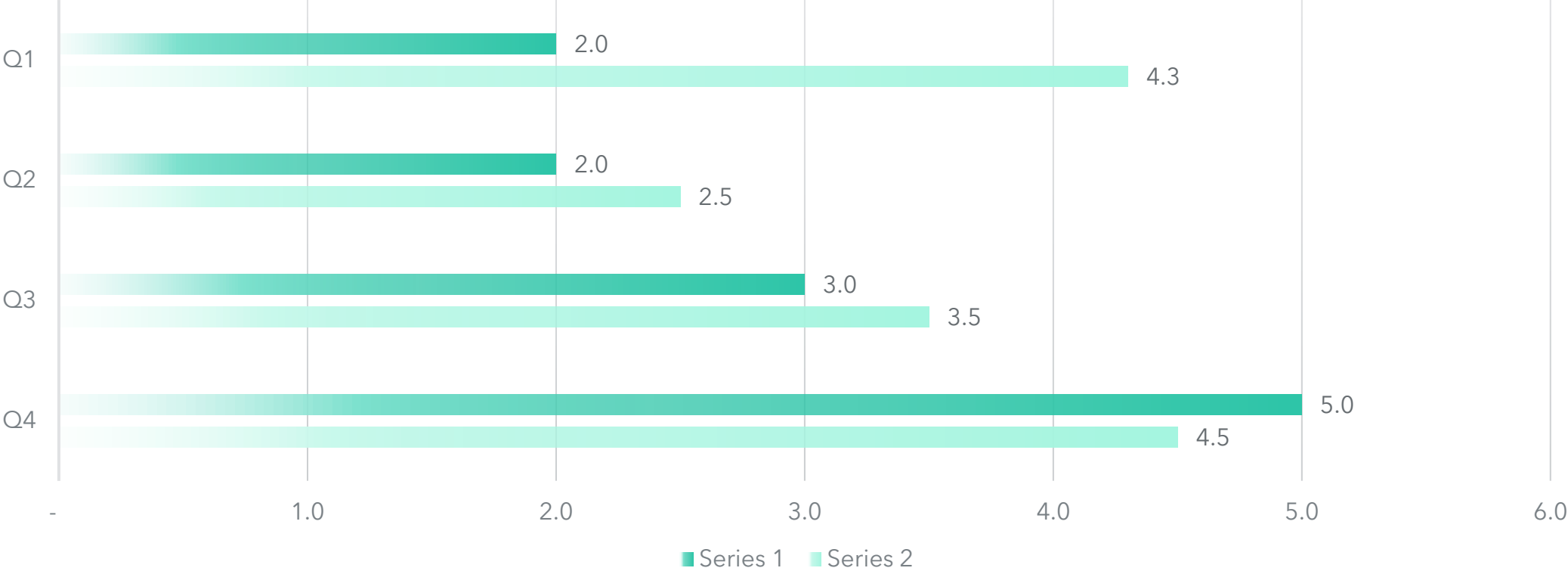
INFLATION RISK

CREDIT RISK

LIQUIDITY RISK

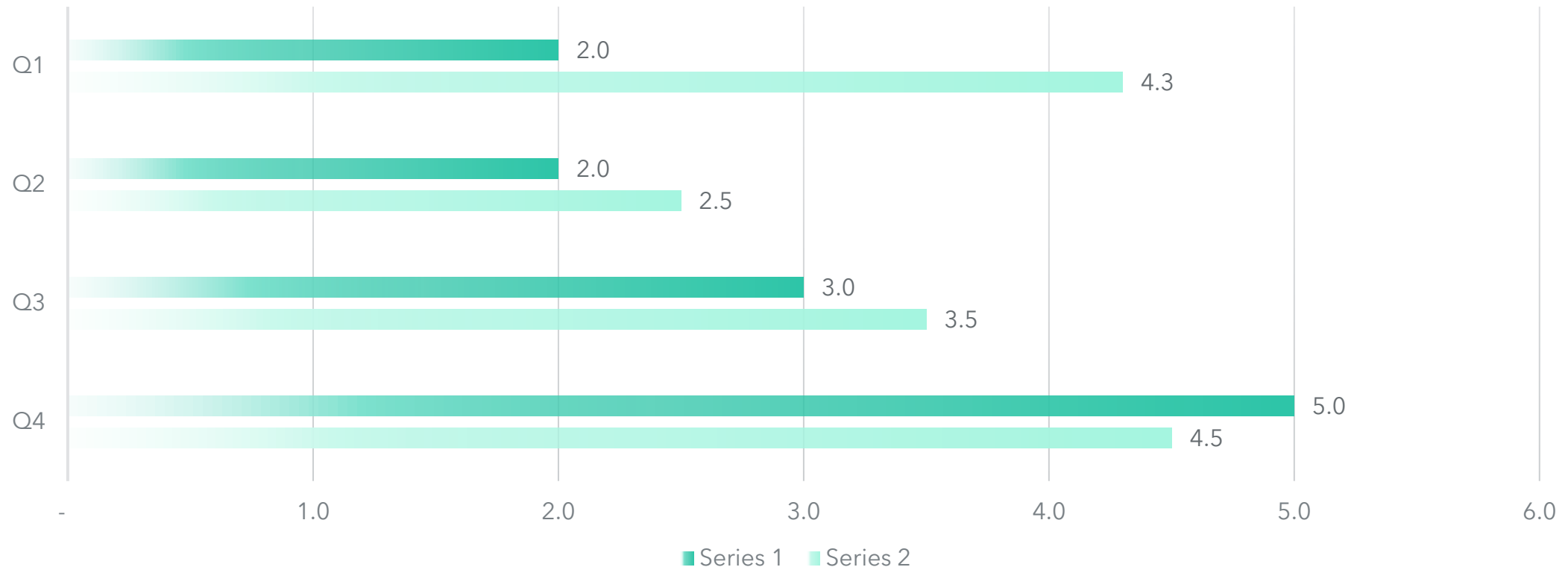
# INTEREST RATE RISK

## PRODUCT GROWTH



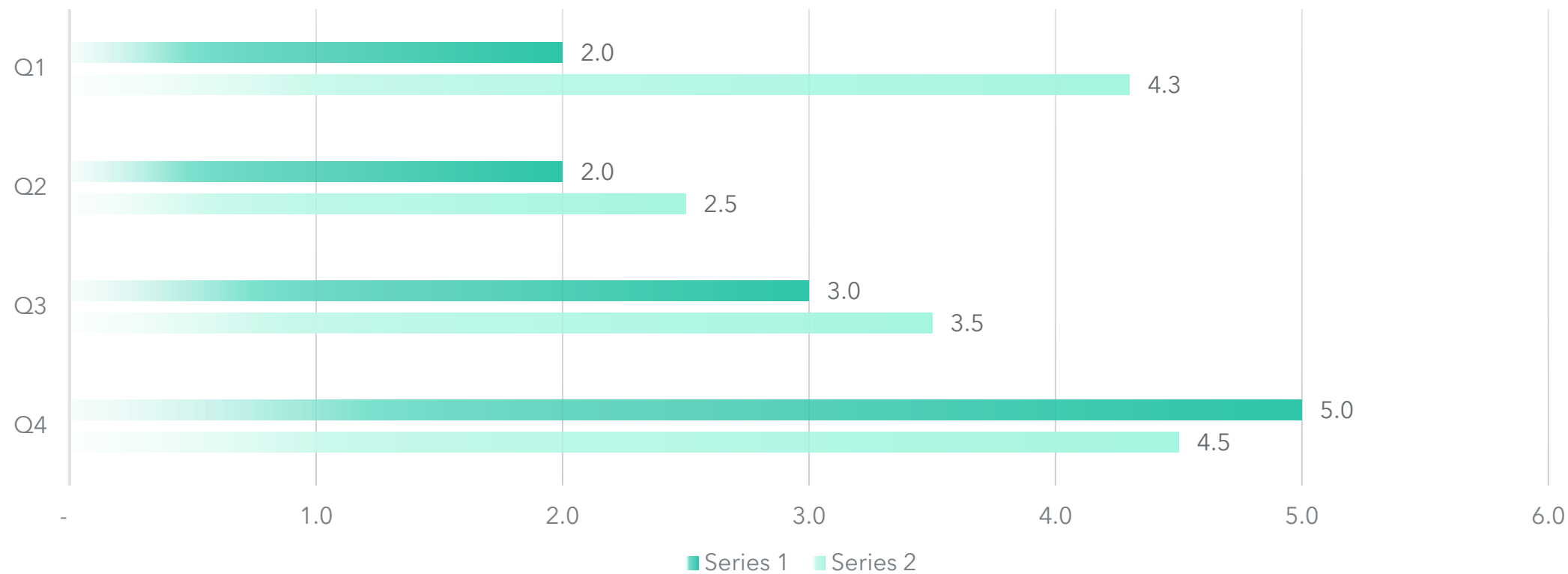
# INFLATION RISK

## PRODUCT GROWTH



# LIQUIDITY RISK

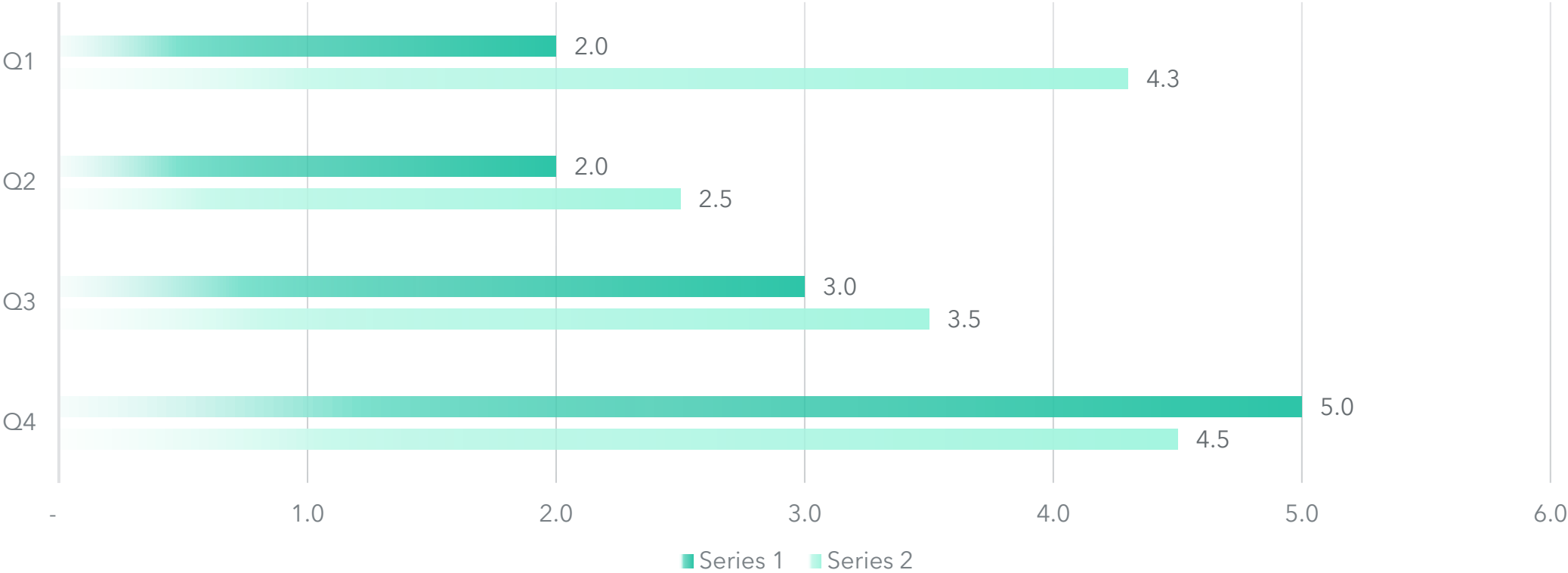
## PRODUCT GROWTH





# CREDIT RISK

## PRODUCT GROWTH







# **AGENDA**

INTRODUCTION

PRIMARY GOALS

AREAS OF GROWTH

TIMELINE

SUMMARY

# INTRO



At Contoso, we empower organizations to foster collaborative thinking to further drive workplace innovation. By closing the loop and leveraging agile frameworks, we help business grow organically and foster a consumer-first mindset.

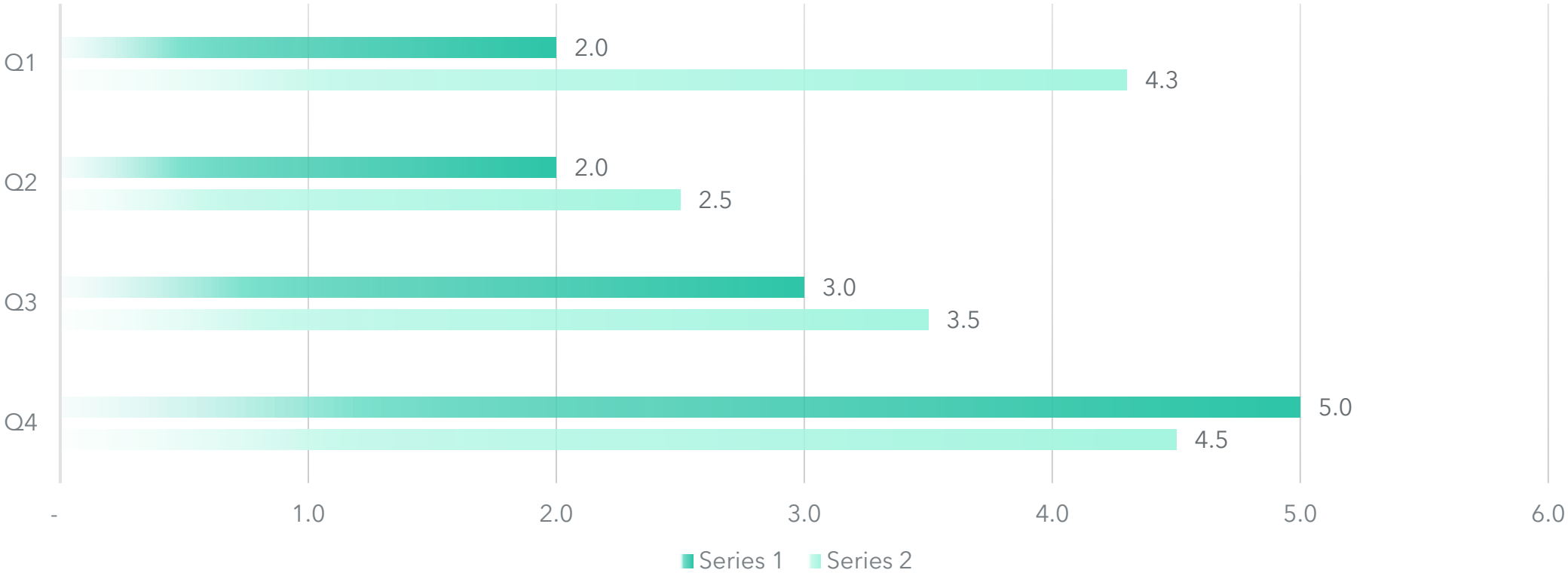


# PRIMARY GOALS

ANNUAL REVENUE GROWTH

# QUARTERLY PERFORMANCE

## PRODUCT GROWTH



# AREAS OF GROWTH

	B2B	Supply chain	ROI	E-commerce
Q1	4.5	2.3	1.7	5.0
Q2	3.2	5.1	4.4	3.0
Q3	2.1	1.7	2.5	2.8
Q4	4.5	2.2	1.7	70

“

BUSINESS OPPORTUNITIES ARE LIKE BUSES.  
THERE'S ALWAYS ANOTHER ONE COMING.

”

**Richard Branson**





# MEET OUR TEAM



**Takuma  
Hayashi**

President



**Mirjam  
Nilsson**

Chief Executive Officer



**Flora  
Berggren**

Chief Operations Officer



**Rajesh  
Santoshi**

VP Marketing



# MEET OUR EXTENDED TEAM



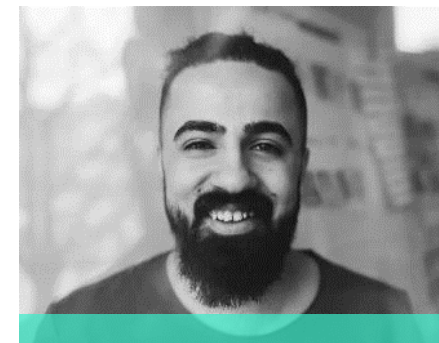
**Takuma Hayashi**  
President



**Mirjam Nilsson**  
Chief Executive Officer



**Flora Berggren**  
Chief Operations Officer



**Rajesh Santoshi**  
VP Marketing



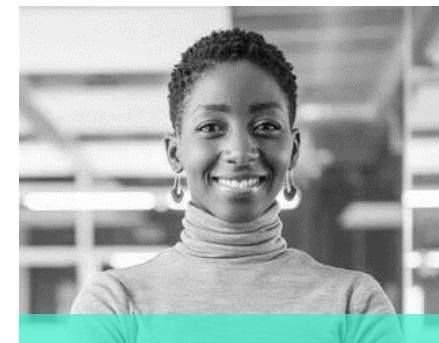
**Graham Barnes**  
VP Product



**Rowan Murphy**  
SEO Strategist



**Elizabeth Moore**  
Product Designer



**Robin Kline**  
Content Developer

# PLAN FOR PRODUCT LAUNCH

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# TIMELINE



**SEP**  
**20XX**

Synergize **scalable**  
**e-commerce**

**NOV**  
**20XX**

Disseminate **standardized**  
**metrics**

**JAN**  
**20XX**

Coordinate **e-business**  
**applications**

**MAR**  
**20XX**

Foster holistically **superior**  
**methodologies**

**MAY**  
**20XX**

Deploy **strategic networks with**  
**compelling** e-business needs

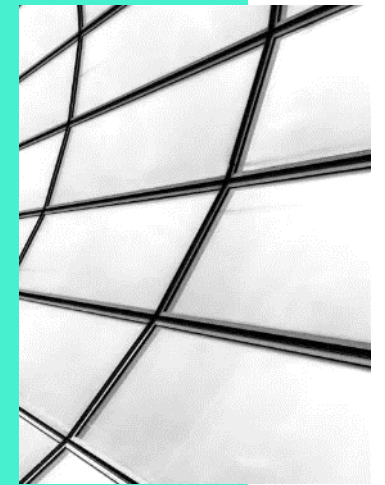
# AREAS OF FOCUS

## B2B MARKET SCENARIOS

- Develop winning strategies to keep ahead of the competition
- Capitalize on low-hanging fruit to identify a ballpark value
- Visualize customer directed convergence

## CLOUD-BASED OPPORTUNITIES

- Iterative approaches to corporate strategy
- Establish a management framework from the inside

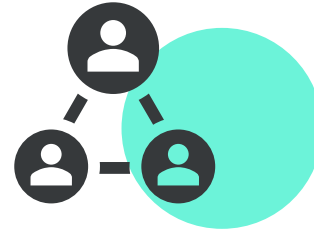


# HOW WE GET THERE



## ROI

- Envision multimedia-based expertise and cross-media growth strategies
- Visualize quality intellectual capital
- Engage worldwide methodologies with web-enabled technologies



## NICHE MARKETS

- Pursue scalable customer service through sustainable strategies
- Engage top-line web services with cutting-edge deliverables



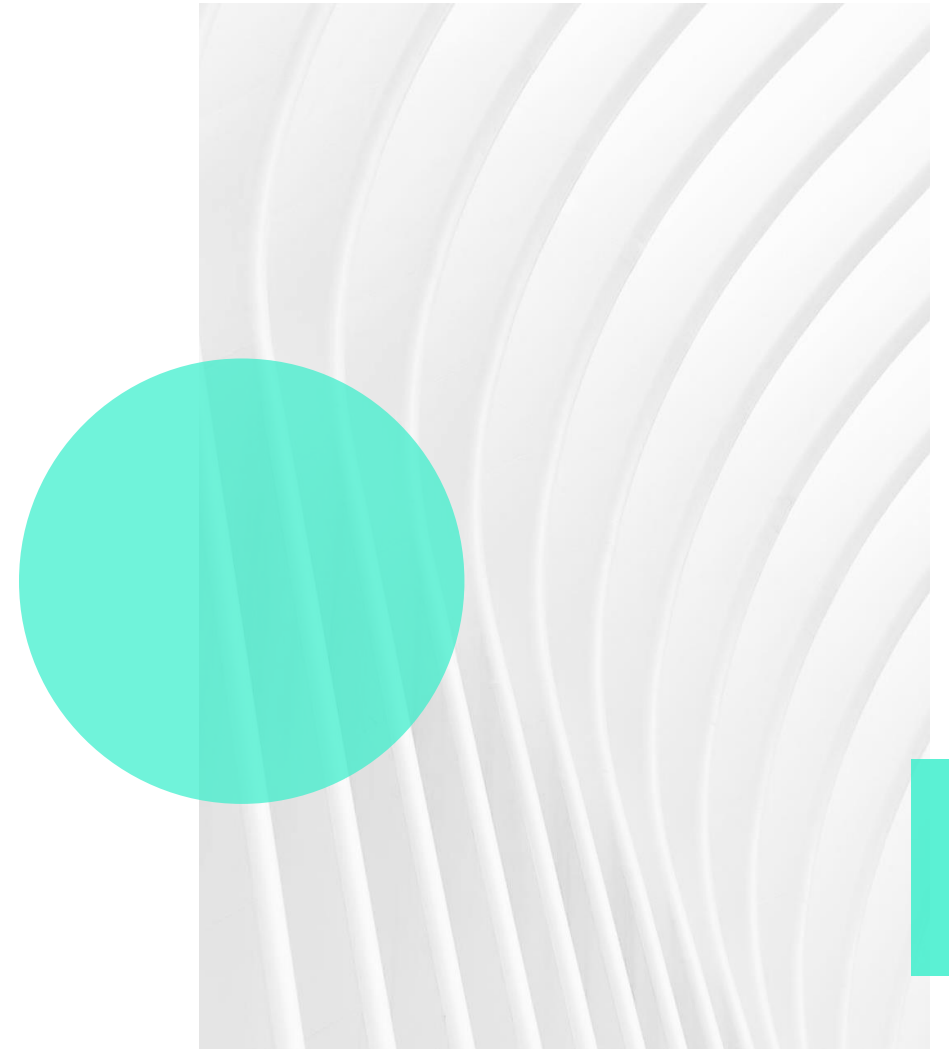
## SUPPLY CHAINS

- Cultivate one-to-one customer service with robust ideas
- Maximize timely deliverables for real-time schemas



# SUMMARY

At Contoso, we believe in giving 110%. By using our next-generation data architecture, we help organizations virtually manage agile workflows. We thrive because of our market knowledge and great team behind our product. As our CEO says, "Efficiencies will come from proactively transforming how we do business."



# THANK YOU

Mirjam Nilsson

[mirjam@contoso.com](mailto:mirjam@contoso.com)

[www.contoso.com](http://www.contoso.com)

