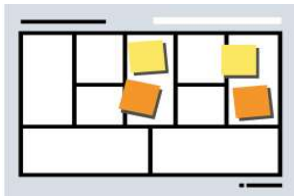


Segment	Challenge	Solution
Business owner is experiencing stall-out	Growth engine that powered initial success stops working Growth rates drop from double-digits to single or negative	Develop new customer segments with scalable offerings from existing capabilities
Business owner is anticipating an exit	Maximize valuation at time of transition Minimize buyer-perceived risk and maximize buyer-perceived returns	Develop new customer segments with scalable offerings from existing capabilities

Proven Approach to New Market Development

Step 1 New Market Strategy Design



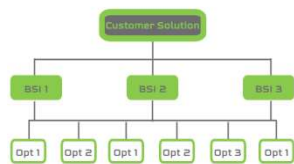
- Value Proposition Canvas articulates how you are creating value for customers. It helps to design products and services your customers want.
- Business Model Canvas allows you to describe, design, challenge, invent, and pivot your business model.

Step 2 Sponsor Customer & Strategic Partner Acquisition



- Sponsor Customers validate the customer segment value proposition, fund the product/solution development and serve as an industry reference .
- Strategic Partners enhance the product/solution offering and can provide funding and referrals.

Step 3 Solution Hierarchy Design



- Repeatable components in the Solution Hierarchy are the foundation for enhancing margins and quality as volume scales.
- Repeatability is particularly important to professional services and any business that tailors its offering to customers for differentiation in the market.

Step 4 Business Development Capability Build



- Business development team: recruit, train, incent
- Sales enablement tools and methods
- Thought leadership and industry evangelism
- Demand generation programs and campaigns
- Consistent pipeline fill, efficient sales cycles, simplified selling methods



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As President and Founder of High Gear Labs, Tyler serves clients as a fractional Chief Revenue Officer providing strategic leadership for growth strategy, sales, marketing, product & solution development and key industry partnerships. He is a champion of cross-functional teams that drive growth and momentum.

With over 25 years of senior executive leadership in sales and marketing, Tyler has been a transformative leader of growth strategy across broad industry segments including software, manufacturing, technology, content, and professional services. His channel expertise spans direct solution sales, OEM, major retail, reseller and online.

Tyler brings an experienced team of solution partners capable of building growth engines of any size and scale. From sales enablement platforms to digital experience solutions.

Tyler is a Venture Center Business Advisory Group Member at the University of Minnesota's Office for Technology Commercialization; a Vistage Founding Member in Minneapolis; and an EOS Implementer.

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