

Invitation to...

# The **THINK BIG** Seminar

## ...How to Emulate Successful Innovators

For Executives & Managers this seminar provides an understanding of the latest business development techniques for companies with exceptional growth potential

Working with over 40 technology and high value service businesses & studying 800 highly successful companies Commercial Catalyst and Northumbria University have identified 9 common characteristics that greatly improve the chances of business success. See next page!

### Who Should Attend?

**University Spin Outs** – looking for cost effective ways to rapidly capture new customers and markets

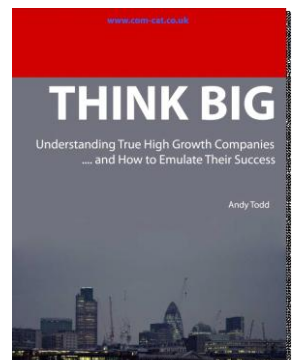
**Business Owners** – who need to accelerate growth, bring new ideas to market, raise funds or plan for a floatation or business sale

**Managers** – of technology or high value service companies who think their company's selling efforts are underperforming their true potential

**Dates**                    **Monday 27<sup>th</sup> April**

**Time**                     **Registration from 2pm**  
**Start 2.30pm & Close 4.30pm**

**Venue:**                  **Newcastle upon Tyne**



For a **FREE** download of the **Think Big Workbook** go to [www.com-cat.co.uk](http://www.com-cat.co.uk)

**Commercial Catalyst and Northumbria University...** have extensive experience in helping companies rapidly accelerate sales revenues and profits. We work with business owners and managers to create successful go-to-market and business expansion strategies. We help raise funds, groom companies for stock market floatation and high value business sales. **We help innovators create wealth.**

**For further information or to reserve a place contact:**

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# Learn how to Emulate the 9 Common Characteristics of True High Growth Companies

## 1. Their solution was disruptive in their target markets

They changed the way their customers did business, creating advantage for market leaders. They caused followers to adjust their business models to keep pace.

...How can you be an **Agent of Change** and take control of your destiny?

## 2. They had Breakthrough Accounts

They found customers that were willing to step-out-of-the-box and that could be identified as potential market leaders. Good examples are Bill Gates' relationship with IBM that launched Microsoft and Boeing's agreement with Pan Am that created the 747 and opened up Trans Atlantic travel.

...Can you identify your Breakthrough Accounts and how you can give them advantage in their markets?

## 3. They had a disciplined and measured approach to business development

They structured their markets, understood their customers' business drivers and rigorously market tested their solutions. They ruthlessly qualified the customers that they chose to deal with and wasted no time on poor leads.

...Can you create a **Structured Business Development** engine to proactively capture the best customers?

## 4. They charged top quartile pricing and were deal rather than product oriented

Their pricing strategies were based on the advantage and value received by their customers and not on the competition or cost of delivery. With this they created premium margin to reinvest in growth ahead of their competition.

...Can you create the conditions that demand a **value based pricing** strategy for your lead customers?

## 5. They entered the market with a B2B rather than a B2C proposition

They created customer specific **business cases** that showed direct financial benefits. With these they were able to underpin large, high margin deals to accelerate their business growth.

...Can you identify potential customers and outline a strong financial case for them to use your solutions? Or, if your product or service is B2C can you find a marketing channel where you can give them strategic advantage?

## 6. The total market size exceeded £300m

Their market was big enough to attract external funding on advantageous terms. There is no shortage of 'high growth' funding. Even in the Credit Crunch investors are hungry for quality investments. Large market potential is one of their key indicators of success. Whether you need funding or not it's still a good indicator.

...Can you build a pipeline of business that shows large market potential?

## 7. Their aspirations or business plan represented a global market

They planned to go global from day one, creating barriers to entry for their competition and ensuring that the business was not under capitalized. Once they established a basic run-rate business in their home territory they leveraged their knowledge and credibility to exploit new territories.

...Have you got untapped markets, for your proven solutions in other countries?

## 8. The business plan was for a company that aimed to be number 1 or 2 in its market

Successful high growth businesses generally plan to exit. The number 1 or 2 in their markets exit for the higher multiples. Lesser players often exit for values that do not cover the cost of capital and effort employed.

...Can you create the differentiators necessary to give your company the market lead and cause a strategic buyer to want your company for a big premium?

## 9. Revenue, no matter how little, was achieved within 9 months of incorporation

They created only enough product or service to allow them to engage their markets. Through early customer relationships they understood how to best to serve their markets. They gave themselves 1<sup>st</sup> mover advantage and locked out the competition.

...Do you have an innovative idea... NOW ...that you can take to selected customers to jointly create a strong market presence?

[www.com-cat.co.uk](http://www.com-cat.co.uk)