



## CONSULTING SERVICES

Apps • Software Programs • Consumer Electronics • Consumer Products • Business-to-Business and Business-to-Consumer Solutions • Online and Cloud Services • Mobile Communications • Digital Movies, Music and Media

## BUSINESS STRATEGY CONSULTING

Full-service management consulting solutions and development oversight for organizations of all sizes.

- » Corporate Strategy and Business Model Counseling
- » Business Development
- » Strategic Planning and Roadmaps
- » Product Acquisitions
- » IP Portfolio Management
- » Operations Review and Guidance
- » Communications Strategy, Planning and Implementation

## MARKET RESEARCH AND CONSUMER INSIGHTS

Detailed sales forecasting and competitive analysis services provide an in-depth look at any vertical.

- » Go-to-Market Strategy
- » Concept Testing and Focus Groups
- » Market Forecasts and Projections
- » Customer and Vendor Insight
- » "What If" Scenarios

## EXPERT WITNESS SERVICES

Leading industry experts and veteran expert witnesses available to assist with legal matters of any scope.

- » Market Analysis
- » Design and Development (Technology, Software, Online)
- » Patent and Trademark Infringement
- » Hardware/Software Testing and Evaluation
- » Intellectual Property (IP) Disputes

## MEDIA TRAINING

Public speaking and media coaching services that maximize interviews and presentations via tailored strategic message development and communications training.

- » Interviews and Presentations
- » Message Development
- » Corporate Communications
- » Speechwriting

## HARDWARE, SOFTWARE AND SERVICE TESTING AND REVIEW

Pre-/post-launch product evaluation, usability testing and focus group services provide full competitive analysis, including media review score forecasting, SWOT analysis, design feedback and marketing insight from top industry experts.

- » Top Industry Critics
- » Diverse Focus Groups (Enthusiast, Consumer, Print/Online/TV)
- » Actionable Feedback
  - » Product Design and Features
  - » Advertising and Marketing
  - » Positioning and Pricing
  - » USPs and Demo Selection

## MARKETING, PR AND PRODUCT COUNSELING

Tailored advertising and business solutions that chart a course every step of the way from feature sets and pricing to customer acquisition and retention.

- » Advertising and Brand Positioning
- » Social Media Strategies and Solutions
- » Marketing and Public Relations (PR)
- » Media Relations and Strategies
- » Message Development
- » Event Planning and Publicity
- » Press Release and Press Kit Creation/Distribution
- » Pitches and Presentations
- » Package Design and Point-of-Purchase (POP)
- » Reviewer's Guides, Instruction Manuals and Sell Sheets
- » Web Design

## EDITORIAL, VIDEO AND CREATIVE SERVICES

Custom publishing and video production services from the biggest names in the business.

- » Copywriting
- » Video and B-Roll Production
- » Custom Publications: Magazines, Websites, Microsites, etc.
- » Product Demos, Developer Diaries and Event Coverage
- » Live Video and Event Streaming
- » Electronic Press Kits (EPKs) and Online Pressrooms

“An expert voice for the consumer electronics and high-tech industries that executives and organizations of all experience levels would do well to heed.”

**Trip Hawkins, Founder, Electronic Arts and Digital Chocolate**

“Provides honest, succinct feedback on product and marketing directions... not only does TechSavvy identify strategic risks, they offer clear suggestions and guidance on how to reduce them.”

**Jeevan Kalanithi, Founder, Sifteo**

“A leading authority on the technology and video game industries that’s helped our state, government and local businesses establish themselves as top players in the high-tech field.”

**Kristina Hudson, Director, Washington Interactive Network**

“I’d probably still be doing Atari and Chuck E. Cheese’s if I’d had someone like Scott Steinberg to help me in those projects.”

**Nolan Bushnell, Founder, Atari**

“We engage TechSavvy to prepare clients for key product launches. Their detailed and thoughtful feedback resonates incredibly well with CEOs and management teams alike. They add value to everything from packaging to product performance. I highly recommend the team.”

**Alice Chan, SVP and General Manager, Red Consultancy**

“If you really want to know about business, you should refer to Scott Steinberg.”

**Sir Richard Branson, Founder, Virgin Group**

“From product testing to marketing and usability analysis, TechSavvy provides unparalleled insight into the shape of consumer electronics and technology products and services.”

**Toby Strangewood, Marketing Director, Physi-Cal Enterprises**

“TechSavvy delivers business strategy consulting, market analysis and sales/branding solutions that organizations can benefit from at every level.”

**Liz Dickinson, CEO and Founder, Mio Global**

“Whether plotting business and pricing strategy, establishing operating models that allow for strategic cost reduction or creating roadmaps for planning and growth, start-ups and investors alike will find that TechSavvy comes highly recommended.”

**Krating Poonpol, CEO and Founder, Mobilitz**

WHERE WE'VE BEEN SEEN:

