



We guided a technology startup to unprecedented consumer growth numbers— from 0 to 20 MILLION subscribers in 18 months—through successful sales and marketing systems and training. **Is that driving growth or what?**

**THE SITUATION: Looking for keys!** A start up company with little working capital is in an industry where the landscape changes daily or even hourly. How can they get their new “killer app” out to those who will love it?

Our consultants guided the company through the bumpy road that is surviving the startup phase and securing venture capital.

**THE APPROACH: Shifting the focus.** Bold, fact based, in-depth business case analyses were conducted to determine which customers offered the greatest potential.

Then we set out to know those customers as well as those with whom they might share their data. We developed a unique plan to virally drive business to their website and create an affiliate network of strategic partners. Equally as important, we trained & coached the personnel how to execute the plan most effectively.

**THE RESULT: Accelerating growth at top speed.** With a whole new discipline to align its strengths, the organization now had a defined roadmap for targeted growth. The focus was on a complete strategic solutions approach that leverages their resources and creates NEW opportunities for GROWTH—all centered around their new best friends: targeted customers.

**THE BOTTOM LINE:** Over 15,000 affiliated partner sites in just 8 months and over 20 Million subscribers in just 18 months.