

# Grow Your Software Company. Faster.



## Our Mission

To help executives of next generation software and Internet companies grow their business sustainably.

## Leadership

### Steve Tennant - Managing Director

VP Marketing/Business Development for multiple software startups. Former product strategy and business development executive at PeopleSoft. Before that, ten years as a programmer and project manager at Andersen Consulting.

## Clients

We've helped over 40 SaaS, software, Internet and high-tech companies, including:

- Calypso Technology
- Cisco Systems
- Data Robotics
- Emagia
- Green Building Studio
- MedeFinance
- Planitax
- Rolling Thunder
- Supply Focus
- Technology Ventures
- Tidebreak Software
- Vendavo

## Affiliations

- Founder, PeopleSoft Alumni Network (4,500 members).
- Associate, Avista Consulting Group
- Associate, Opero Partners

## Address Your Growth Challenges

Our clients are typically the founder, CEO, VP Sales or VP Marketing of a software-as-a-service, Internet or technology company. They usually begin by describing one or more of the following challenges:

- "We need to attract more customers"
- "We need to upgrade our marketing"
- "I want to start a business – and don't know where to begin"
- "We need to bring better products to market faster" or
- "Our company is not aligned on a common strategy."

## Make Fewer Costly Mistakes. Generate More Revenue.

Market leading companies rarely have the best technology. What they do have is the excellent marketing. Using a set of principles and processes specific to early stage companies, we collaborate with you and your team, and elevate your organization's marketing and performance. Services include:

### Product Management

- Product Management Assessment
- Customer Wants & Needs Interviews
- Competitive Analysis
- Product Vision & Roadmap
- Sales Demos & Tools

### Marketing

- Marketing Assessment
- Positioning & Messaging
- Website Refresh
- Sales Tools & Presentations
- Marketing Plans
- Lead Generation
- Product Launch

### Corporate Strategy

- Executive Team Facilitation
- Vision & Mission
- Market Trends & Analysis
- Competitive Analysis
- Opportunity Assessment
- Initiative Definition
- Strategy Execution

### Startups & New Products

- Business Concept
- Opportunity Assessment
- Prototyping & Feedback
- Website
- Business Plan & Investor Pitch
- Winning First Customers
- Sales Process & Tools

## What Clients Say

“ Steve has helped my early stage portfolio companies with strategy & product marketing. Steve can take a deep dive into a business, analyze it, and present the results at a strategic level, and put the right people & processes in place to deliver results. I HIGHLY recommend Steve. ”

-- Aneel Bhusri, Greylock Partners, #8 on 2009 Forbes' Midas 100 List

## Take The First Step

Do you have a marketing challenge to overcome? Let's talk. For a free consultation, call (925) 788-1092 or email [steve@tennantconsulting.com](mailto:steve@tennantconsulting.com).