ERDMAN@dvisory LLC

Strategy, Execution, Results

Helping entrepreneurs, investors and acquirers build, validate and grow new business ventures.

New business ventures come to life through a combination of innovative vision, entrepreneurial determination, sufficient funding and effective execution. Entrepreneurs, investors and acquirers of nascent technology face many challenges building new businesses, but finding and onboarding talent that can provide superior leadership, hands on execution and quickly establish critical early success and confidence in the venture is time consuming and expensive.

Often significant and unaffordable effort, time and money are invested attempting to initiate or grow new business ventures without the right talent or find what is in reality a very limited resource; experienced and skilled people fully dedicated to the venture. People that have the requisite experience and skills sets, are passionate about building a business, are willing to take risk on what may only be a concept, have the proper sense-of-urgency, are willing to work hard and in the trenches often with limited funding and other support.

Erdman Advisory ("EA") is focused on filling this talent gap and providing a faster ramp to execution and concept validation and in so doing preserve valuable time, capital and other resources needed in later phase development. We integrate quickly and focusing on "lean" business development concepts help entrepreneurs, investors and acquirers plan, launch, build, validate and grow new ventures. In addition to faster time-to-execution and lower cost, we bring real world experiences starting and building businesses to add effectiveness and credibility to your team.

Our approach is simple and flexible. Teaming with all stakeholders we establish only the minimal and critical priorities in each of four areas of execution; People, Plan, Process and Performance. We help develop a measurable plan laser focused on building minimally viable product, services and support, market communications, sales momentum and success, reference-quality foundational customers, sustainable operations and positive financial indicators.

We work with visionary inventors and entrepreneurs, investors, businesses needing to pivot or transition their strategy and mid-market company's seeking to grow through organic invention or by acquiring smaller, entrepreneurial businesses. As plan execution proceeds and measurable success is achieved we support defining and hiring needed full-time or contract personnel based on the optimal operating model and as internal staffing capabilities increase, we migrate our role to oversight or a complete exit.

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Holistic execution building minimally viable product and services, initial sales success, customer satisfaction, operational and financial sustainability.

SERVICES AND EXPERTISE:

PLAN:
Concept and Market(s) Assessment
Business Plan Development
Product and Service Plan
Operations Plan
Go-To-Market Plan
Pricing Model
Financial Projections
Key Performance Measures

PEOPLE:
Interim Leadership and Management
Personnel / Team Requirements
Personnel Assessment and Hiring
Advisor and Board Planning
Culture Development
Team(s) Development
Employee Benefits,
Recognition, Rewards

PROCESS:
Enterprise Process
Product Development
Product Management
Sales Process
Customer Support
Account Management

PERFORMANCE / EXECUTION:
Direct and Channel Sales
Branding, Marketing and
Sales Communications
Sales and Sales Management
Channel Development
Project Implementation
Account Management
Customer Support

OTHER:
Financial Management (Partner)
Private Placement Memorandum
Debt and Equity Funding
M & A
Vendor Development
and Management

BUSINESS STAGES:
Start-up
Early-stage
Growth
Transition
Turnaround

BUSINESS MODELS:
SaaS
Software product
Systems
integration

INDUSTRY EXPERIENCE:
Information
technology
Customer
engagement
Supply Chain
Life Sciences
Ecommerce
Product security

TARGET CUSTOMERS:
B2B SMB
B2B Large
B2G
B2C

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