



our mission

Whether for a start-up business, a business looking to develop or launch a breakthrough new product or service, a business exploring new markets, or developing growth or transition strategies, the Strategy Workgroup works with clients to help define and plan for the path ahead. Working with Optimus, clients will find thoughtful, integrated, and comprehensive strategy solutions that will help clarify goals and plans, compel investment and confidence, understand customers and markets better, assess the viability and feasibility of projects, and collect important information for your organization's decision-makers. **What's your missing Strategy piece?**



:: Leads Planning ::

Optimus takes your goal of increased sales and applies strategy and planning. We work with clients to develop a **multi-channel approach** designed to leverage dozens of proven marketing methods. We develop prospect profiles, ROI-based budgets, needs analyses, implementation timeframes, and **sales process designs**. Optimus also develops secondary solutions like pre-qualified lead generation, follow-up marketing, appointment setting, voicemail marketing, and customer satisfaction & retention programs.

:: Market Analysis ::

Through new product market analysis, market identification, positioning & strategy, product research & testing, market projections and assessments, and market entry analysis, Optimus works with clients to **identify new markets**, **discover what those markets really want**, gain critical customer & industry intelligence, uncover untapped opportunities, evaluate competitive products and services, & conduct strategic analysis that allow clients to **compete confidently and cost-effectively**.

:: Project Feasibility & Validation ::

Optimus works with clients to assess & validate project feasibility. By understanding your goals, establishing project value metrics, creating competitive and resource matrices, conducting market analysis and forecasting, performing financial modeling, and by test driving your concept, Optimus works with clients to **clarify strategic objectives** and identify the metrics key to helping develop the confidence necessary to best position an organization for success.

practice areas

- Business Planning
- Leads Planning
- Market Analysis
- Project Feasibility & Validation
- Growth & Transition Strategies

"What do you want to achieve or avoid? The answers to this question are objectives. How will you go about achieving your desire results? The answer to this you can call strategy."

- William E. Rothschild

:: Business Planning ::

Optimus develops business plans for start-ups, new product launches, and for growth & transition efforts. Our planning includes **target market identification & profiling**, positioning strategy, market forecasting and planning, analysis of competitive markets, ROI metrics, **in-house vs. outsourced resource analysis**, market entry & product launch strategies, new market assessments, IT strategy, channel partner evaluation, selection, and relationship development, and service design.

:: Growth & Transition Strategies

In every organization, change will inevitably come. Optimus helps clients to be ready for it, helping to determine which markets to target with which products, define **optimal strategic and channel partners**, develop go-to-market plans, measure marketing effectiveness, explore new markets, guide partner selection, conduct **market analysis**, growth & strategic positioning, recommend consolidation strategies, conduct **resource assessments**, develop market penetration strategies & alternate channel profiling, evaluate alternate markets, and create brand loyalty & customer retention programs.

our value

- **Uniqueness.** The Optimus Strategy approach represents a comprehensive and thoughtful perspective on planning.
- **Integrated Solutions.** Our strategy solutions are end-to-end and designed to coordinate with and complement existing resources.
- **Efficiency.** Our approach saves clients the time and cost of assembling a team, building, evaluating and refining solutions.
- **Closed Loop Designs.** Optimus is a one-stop shop for solution development. Optimus can implement the plans we develop for you.
- **Experience & Specialization.** We are an experienced and balanced team of marketing, sales, legal, and operations specialists.
- **Straightforward.** Our strategy work is designed to be straightforward, easy to understand, and actionable.
- **Support and Service.** Our client relations processes are designed to emphasize communication, value, and quality.