



Validating Market Position and Growth Potential

Rapidly Gaining Critical Market Insights Prior to Investment

Susanne Bowen

CEO, Prequel Advisory

“Ellen was instrumental in driving this critical program, leveraging her relationships and industry expertise, rapidly responding to the client’s accelerated timeline. Her findings were an important aspect of validating our client’s investment thesis.”

BY THE NUMBERS



20

Analysts and Thought Leaders Interviewed



30+

Relevant Technology Companies Represented



2

Phases of Analysis Delivered at Critical Points in the Investment Process



ELLEN MADONIA

Strategic Marketing Consulting



CHALLENGES



Prequel Advisory, a strategic consulting firm that partners with Private Equity firms, was engaged to assist a customer’s due diligence efforts for a potential investment in a Human Capital Management (HCM) provider. The goal was to obtain a rapid assessment and validation of market position and opportunity prior to making an offer.

SOLUTIONS



The scope included design of an interview survey, scheduling/conducting interviews with industry experts, and providing a final report highlighting the risks & opportunities while validating the client’s investment thesis.



Survey Design



Structured Interviews



Data Analysis

RESULTS



- Competitive Product Positioning**
A detailed assessment of the target company’s competitive position in their intended ICP was provided to validate differentiators and market potential.
- Innovation Potential**
The product strategy and roadmap was evaluated to validate alignment with market needs and the ability to deliver a successful go-to-market strategy.
- Market Presence and Brand Perception**
Brand awareness and perception was tested to understand the market’s impression of the target company and the opportunity for growth.