

Growth Strategies

Presentation By John O'Hara
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Are You Export Ready ?

Do you have the **Cash** to fund building an export market ?

Do you have the **Bandwidth** to cope with adding an additional market ?

Are you **Committed** to making it a success ?

What Do You Need ?

- A **real market**
- Independently reviewed **business plan**
- Access to **sufficient capital**
- A complete **management team**
- An experienced **board of directors**

Ready, Fire, Aim

No competition usually means **no market**

Established competitors are **formidable**

Biggest competitor is usually **apathy**

Market Qualifiers

Monster market, lots of customers in pain
and looking for a solution

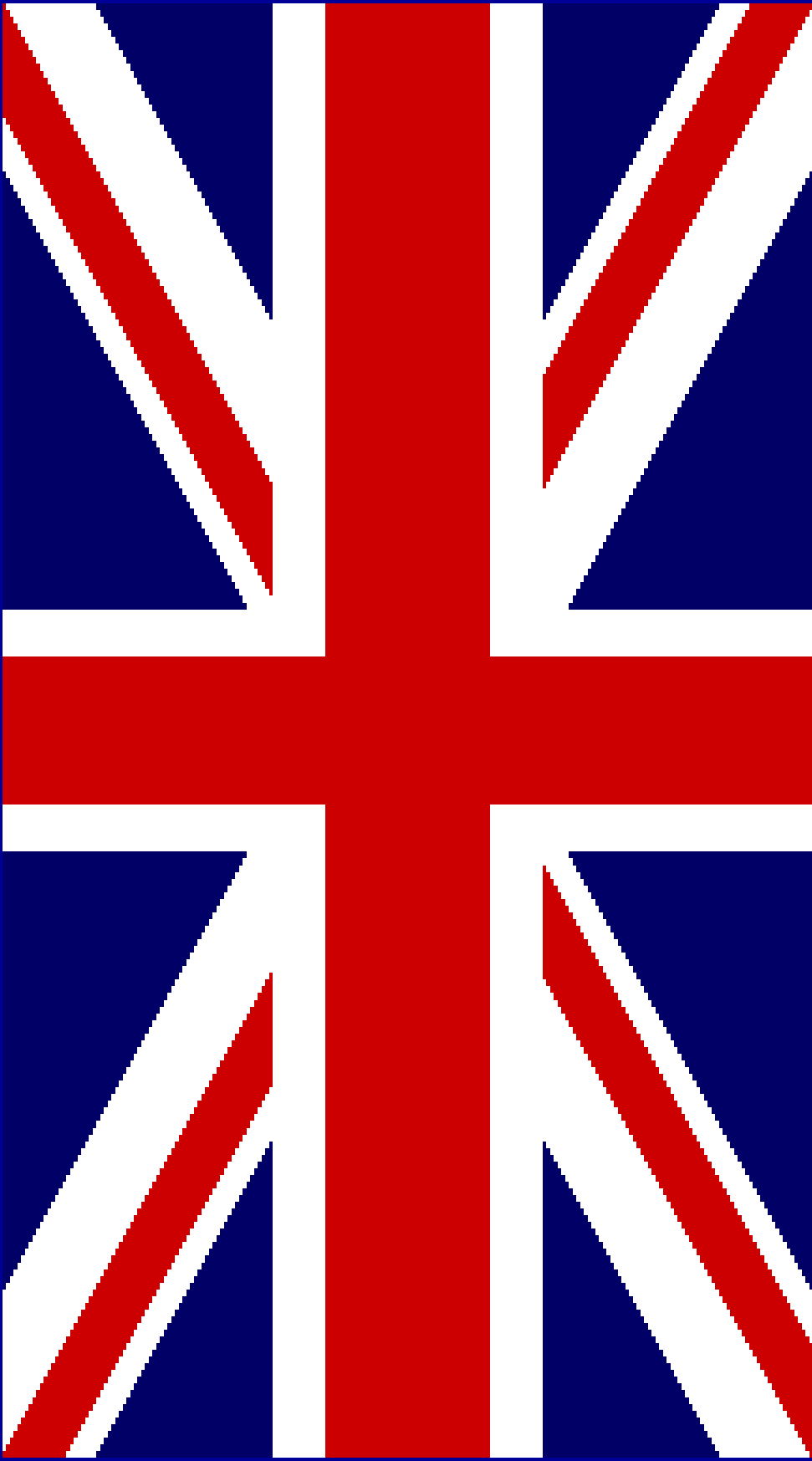
Capacity to pay, customers who are willing
and able to make the pain go away

Spur to action, A compelling event to make
customers do something immediately

Possible Strategies

- Distributors: **high risk**, low cost, low reward
- Licensing: **low risk**, low cost, medium reward
- Joint ventures: **low risk**, medium cost, medium reward
- Direct sales: **high risk**, high cost, high reward

Worth Careful Consideration



Final Thoughts

- The market you choose & the **pain in the market** will determine the value you receive.
- How realistically you **execute** is critical
- **Last & least**, you should also have a **product**, but its **not essential**.

Thank You

John O'Hara

COMMERCIALISING Innovation

A Pocket Guide
To Business Issues
For New Zealand Based
Software Developers To Consider