



New 'Condensed Programs' Accelerate Growth

Safeguarding Investments | Maximizing Success Potential | Turning Opportunities Into Outcomes

For Participants who need specialist assistance in a specific area, we have introduced a number of Condensed Programs. K²'s Specialists will work specifically to deliver exactly what is needed. Group working conference calls are still maintained so that our team of experts can apply the benefit of overcoming common challenges together.

Pre-Capitalization



Created for participants looking for early-stage funding, this has an emphasis on investor presentation preparation, finance, sales, and marketing to attract early investment.

The program starts with an Opportunity Analysis to develop tailored, leveraged, strategic and tactical approaches.

Investor presentation preparation and refinement, sales and marketing specialist work.

Will also include support from Legal and Finance Specialists combined with work from the Strategy and Negotiations specialist.

Technology Readiness



Created for technology company participants, this delivers a thorough assessment of the tech platform combined with a broad review across all parts of the business.

The program starts with an Opportunity Analysis to develop tailored, leveraged, strategic and tactical approaches.

Work by a technology specialist who identifies additional or faster paths to revenue through product expansions and potential business alliances.

Will also include support from Marketing, PR, Sales, Legal and Finance Specialists, combined with work to build and refine the investor presentation.

Product Development



Designed for product commercialization, this creates a strong "go to market" model, revenue assurance, positioning, competitor analysis, pricing, contracts, and more.

The program starts with an Opportunity Analysis to develop tailored, leveraged, strategic and tactical approaches.

Support for improved decision-making to minimize and finance production costs, and increase commercialization and operational efficiencies.

Will also include support from Marketing, PR, Sales, Legal and Finance, Strategy and Negotiations Specialists, combined with work to build and refine the investor presentation.

Product Launch



Similar to the Product Development Program, this has a significantly greater emphasis on Sales and Marketing.

The program starts with an Opportunity Analysis to develop tailored, leveraged, strategic and tactical approaches.

Sales training, pipeline creation, lead tracking, negotiation skills, sales collateral, product launch plans, and public relations. Preparation for scaling and commercialization.

Will also include Legal, Finance, and Strategy and Negotiations Specialists, combined with work to build and refine the investor presentation.

Sales Development



Created to solidify a stronger foundation and volume of completed sales, this focuses on closing a larger percentage of leads, improving demand generation, and building sales process structure.

The program starts with an Opportunity Analysis to develop tailored, leveraged, strategic and tactical approaches.

Active support in closing sales, including development of enhanced sales presentations and processes, sales training, and participation in negotiation and closing potential customers.

Wherever possible, this may include identifying and negotiating the successful completion of business alliances to increase the size of a participant's potential customer base.

Sales Implementation



Created to take advantage of potential leads and introductions to customers or alliances from the Keiretsu network, this focuses on lead generation, active deal closure, and bid management.

The program starts with an Opportunity Analysis to develop tailored, leveraged, strategic and tactical approaches.

Building on the sales development program, this combines lead generation, active work in closing customers, and building an increased public presence to attract more potential customers.

In addition to work with Sales Specialists, this includes work from specialists in Promotions, PR, Communications, Marketing, and Legal Structuring.

The K² Velocity Condensed Programs

With the experienced active support and strong relationships that K² provides, entrepreneurs can grow their businesses and focus their time in the most leveraged areas.

Brand Building & Positioning



Focused on rebuilding a company's brand, this is intended for companies that may have a great product concept but may have less than optimal brand and market positioning.

The program starts with an Opportunity Analysis to develop tailored, leveraged, strategic and tactical approaches.

Create a market-leading brand, build the vision and values, and work to assure that sales initiatives are targeted toward bringing this new brand to life with every customer interaction.

As necessary, will also include Marketing, PR, Sales, Legal and Finance Specialist work, and work to build and refine the investor presentation.

Industry Positioning



Designed to build for optimal strength, this provides an integration of the external brand, the internal voice, and the processes needed to reflect the two to help maximize success potential.

The program starts with an Opportunity Analysis to develop tailored, leveraged, strategic and tactical approaches.

Work with an industry strategy specialist with deep knowledge of the sector. Develop optimal potential strategy and operations and affirm financial model as solid from an investor's perspective.

Will also include work and support from Marketing, PR, Sales, Legal and Finance Specialists, and work to build and refine the investor presentation.

Turnaround



This provides expertise to help re-focus the participant on the best and most leveraged areas to strengthen the business, making it much more attractive to customers and new investors.

The program starts with an Opportunity Analysis to develop tailored, leveraged, strategic and tactical approaches.

Work with specialists in strategy and negotiation or human capital to stop burning cash and meet the milestones investors demand.

Will also include support from Marketing, PR, Sales, Legal and Finance Specialists, and work to build and refine the investor presentation.

Internal Development



Designed to prepare companies with strong market traction for scaling, this has a focus on internal operations, maximizing the strength, focus, and ability of teams to deliver growth.

The program starts with an Opportunity Analysis to develop tailored, leveraged, strategic and tactical approaches.

Work with a specialist with a COO level background and a senior human capital specialist.

Will also include support from Marketing, PR and Internal Communications Specialists, and work to build and refine the investor presentation.

Road to IPO



This provides the necessary specialists to put the Participant firmly on the road to an IPO.

The program starts with an Opportunity Analysis to develop tailored, leveraged, strategic and tactical approaches.

Deliverables include refinements of the Pitch Deck, financials, strategy, legal, SEC filings, SOX compliance, share options, liquidity requirements, and reporting.

Will also include involvement and work by Legal, Finance, PR, Strategy, and Human Capital Specialists with experience taking companies public.

US Market Entry



Designed for participants whose primary base of operations is outside the United States who want to break into the lucrative, yet highly complex, and competitive North American market.

The program starts with an Opportunity Analysis to develop tailored, leveraged, strategic and tactical approaches.

This focuses both on generating new sales and on work to help participants navigate through the complexities of expanding their business in the United States.

Will also include involvement and work by Sales, Marketing, Human Capital, Legal and Finance Specialists. This will be combined with work and refinement on the investor presentation.

For more information about all K² programs, please visit KeiretsuSquared.com.
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