

A pre-revenue wireless semi-conductor company approached Tirna Partners to assist in validating a new product concept in the wireless market place with to ensure the right features for the right customers.

Was it the right product?

Getting the requirements right was critical to this client

The client was a pre-revenue wireless semiconductor company looking for new product validation. They were new to the sector and wanted to go to market quickly.

Challenge

The client needed to know if the new product they were considering launching was right for the wireless market place. They needed to make sure the product requirements would meet their customers needs and were looking to attract beta customers to prove in the product prior to full launch.

Solution

Tirna Partners' team of wireless industry experts used a wide ranging set of tools as well as their unique Tirna Partners' methodology to assist the client with a comprehensive analysis of the product requirements, customer inputs and eventual product launch.

Market research

Tirna Partners used its research library of analyst reports, industry websites and wide ranging industry and market contacts to reach out and gather the initial data for our client.

This allowed Tirna Partners to quickly define and size the real market opportunity and highlight current and

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potential competitors. We were also able to identify and short list key potential early customers for the product.

Critical Engagement Process

Tirna Partners used its extensive range of industry contacts to set up a critical mass of meetings to ensure that the right markets and clients were addressed during the requirements process. Over 30 meetings were arranged and held in three differing markets during the interview process.

Practical expert advice and guidance

Tirna Partners was able to provide this client with an extensive set of data and coaching to allow them to move forward in the marketplace. The advice we provided was broadened to cover the real client's needs as the engagement broadened :

- Advised on all aspects of the early strategy from initial corporate funding to product definition to sales strategies for the market under consideration.
- Arrange for the client touch base with a wide range of potential clients to ensure the correct market fit and to avoid costly time spent building features the market would not take up.



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- Advised on funding and secured a funding mentor in client's exact sector.
- Reviewed client's marketing collateral to ensure a high success rate securing customer meetings.
- Advised on the critical must attend trade shows for the US marketplace and reviewed key positioning to ensure a positive impact at CTIA in year.

Results

Tirna Partners was able to quickly and accurately assess the product requirements and the market appetite for this innovative wireless product. We were able to obtain the key data and market intelligence to accelerate this client's product into the market place.

For More Information

For more information or to contact us for assistance, please visit us:



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