



Chamber of Eco Commerce

TARGET MARKET EVALUATION PROGRAM

We are dedicated to work with companies that are ready for US and international expansion and have a high opportunity of success in entering the US and international market. Our commitment to any company entering the Phase 1 program is that the results of the research and competitive analysis will be a valuable tool that can be used by the company for future growth and development in any country, regardless of their decision or our recommendation to enter the US and international marketplace.

Our Process

The companies, projects, and initiatives we build often take up to 36-months to mature. Our process is designed not only to confirm that your business has great potential, but provide your company with a detailed action plan to prepare your company for expansion to the US and international marketplace. Our decision to engage with a company is made in less than three weeks from when we receive the original business plan.

Introduction and Information Submission

We receive many proposals annually. Most of our clients come from preferred referrals from industry leaders we have worked with in the past. A business plan, project or initiative has a much better chance of being considered if it is referred. Business plans sent with an introduction are likely to enter our program quicker. Before we make any calls or schedule a meeting we require a comprehensive Business, Project or Initiative 'Plan'.

Due Diligence

If your company, project or initiative is approved to enter the program, we will draw on our collective experience and network of experts and advisors to discuss key issues, teams, challenges and opportunities. We will set up a project plan for the market research and competitive analysis done in Phase 1 and assign the best qualified team members to work on your project. Our principals and key advisors oversee the project from start to finish and are hands on in the evaluation of the data and the marketing analysis and recommendations for the final reports.

Contract Process

If the evaluation and initial introduction is approved, we will submit a contract with timelines. At this point we will have completed most of our due diligence and can focus on concluding our business terms and any remaining legal documentation. We can then begin the next steps in building your company, project or initiative. Each phase will be completed within the time schedule outlined in the official proposal (timelines vary by company category and stage of business development).

Beginning the Project

We work very closely with individuals and teams for the first several weeks to better understand the business model and opportunities. This is an important time for our team and your leadership team to get to know one another and to determine our scope of work.

Future Funding Opportunities

Funding for expansion is usually expedited when a company has completed a full market research, competitive analysis, revision and updated business and marketing plans, initial pilot projects and selected a US and international management team.

Market Research and Competitive Analysis Program

The US Marketplace is very different than other international markets. There is tremendous opportunity for new companies in the United States but there is also a very competitive marketplace in the US. It is important for companies considering entering/expanding the US and international marketplace to engage with a US and international market expert, since the rules of engagement are different in each region and it is critical to have a good understanding of the rules, when evaluating a market readiness, entry, or expansion. It is also important to choose a firm with strong relationships with preferred service providers for critical soft landing services. We have over 30 years of experience in high level marketing, business development and sales. Due to our experience, we will often recommend non-traditional market entry programs to give companies a great opportunity of success in their early stages of operations. It is probable our market research will result in different ideas, target markets, unique selling positions and new business models from previous studies you have done. We suggest you have an open mind and willingness to explore new ideas and make changes to your existing business and marketing plans.

Our market research and competitive analysis will include research in the following core areas:

- What is your focus on the core-value proposition to targeted customers or partners?
- How big is the total market for your product or service?
- Who makes up this market and what are its demographics/psychographics?
- What problem does your product or service solve?
- More specifically, what "pain" will it alleviate or eliminate for your target market? • What does your target market care about most?
- What related concerns does your target market have?
- What sub-segment of the total market feels that pain most?
- How big is the ideal sub-segment of the total target market?
- How do you place a value on the pain that your product or service targets?
- What are the existing alternatives to your product or service?
- What new entrants might compete with or even leapfrog you in the future?
- How will your solution build a lasting competitive/comparative/absolute advantage through intellectual property, a unique management team, partnerships, etc.?



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Information required from your company for review prior to entering the US and international program.

Information required in English Language:

- Your Company Profile (including Business ID, Business structure and locations, Leadership Team etc.)
- Your business plans' Executive Summary
- Legal and regulatory status (including Your business permits and licenses if any)
- Is your company pre-revenue or post revenue?
- Core team – are the Executives Full Time or Part-time in the business
- Your Funding structure (principle sources/ investors etc.)
- Human Resources – do you have employees? If so, where are they located and what are their roles.
- If your company is a start-up, please provide a description of where the company is in its business development.
- Has your company ever done business in the US or internationally? If so, explain.
- Products/Services – a brief description of each product / service and current sales for each
- Do you have an IPR strategy and/or an IP portfolio?
- Working Prototypes for pilots

Products Manufacturing Specifications (road map)

- R&D requirements (or road map)
- Have you conducted any pilot project? If so, please provide the locations and results of the pilots.
- Your Business Plan (including your Marketing Plan, if any)

Each business plan we receive should address the following questions:

- Who are you and how did you come up with your idea?
- Are you currently working with any other business consultants or advisors? Are they shareholders or investors?
- How are you currently marketing your product or service?
- How will you define the success of your company, project, or initiative?
- What milestones will you achieve with the money you raise that will substantially increase the value of your company, project, or initiative?
- What are your hiring needs and what do you need to do to achieve the milestones?
- Business Evaluation Criteria

We will evaluate the following key areas for each new client prospect:

Experienced Teams

We look for highly qualified and experienced entrepreneurs and leaders, people who share our core values. A critical part of our success is top talent, boards and investors.

Market Potential

Industry-changing businesses and new business models that will impact key markets worldwide.

Competitive/Comparative/Absolute Advantage

Can the company differentiate themselves from the competition by utilizing their technology, intellectual property, unique business model, partners, branding or talent?

Leaders

We are looking for companies that intend to lead a specific market. We are looking for leaders, able to recruit the best talent, build winning teams, form the best partnerships, and achieve the best business metrics. Our portfolio companies change the way things are done, creating lasting value and wealth.

Evaluation Process

The US and international market readiness, entry, and expansion program does not guarantee the results or that our final findings will guarantee that we recommend US and international market entry or expansion. We are dedicated to only accept companies that are ready for expansion and have a high opportunity of success in entering the US and international market. Our commitment to any company entering the Phase 1 program is that the results of the research and competitive analysis will be a valuable tool that can be used by the company for future growth and development in any country, regardless of their decision to enter the US and international marketplace.

We will evaluate your proposal within our executive team to understand specifics of the proposed plans and approve the project for entering the US and international rollout program. If your proposal meets our criteria, we will contact you. Please note only pre-qualified plans can enter the US and international market rollout program.

Contact

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