

MAVEN

Connecting You With The Telecom Experts

Startup Engages Maven to Help Company Launch

How Maven Helped

- Business Development
- Product Management
- Sales and Sales Management
- Marketing & Branding
- Contract Negotiation
- Website Development

Key Results

- Conducted market testing and launched new product line
- Developed and executed digital and print marketing program for new product line
- Negotiated legal affairs as well as contracts with customers and vendors

About Maven

Maven is a management services firm and value-added reseller specializing in telecommunications solutions. We offer an extensive catalogue of manufacturers and products, as well as boardroom and client-direct services for your business development, sales and product management needs.

Business Situation

An investor had an extraordinary product that would be first to market. The challenge was getting the company operational in a timely manner and with limited capacity.

Solution

With the startup having limited capacity, the Maven team immersed themselves in all facets of the business to ensure that the product would get to market in a timely manner. This included handling legal affairs such as proper business registrations and certifications.

Maven's marketing team designed a plan to aggressively launch the product via digital and print campaigns. This comprised of the creation and ongoing management of product marketing collateral as well as the company website and social media platforms.

From a sales and business development perspective, Maven provided key insight and direction into all aspects of the business. This involved driving engagement with key customers and partners.

Outcome

Connecting with Maven resulted in the startup getting the product to market and exceeding expectations. The company continues to retain the Maven team to establish and achieve aggressive growth goals in a cost effective and timely manner.

MAVEN helps Distributors, Manufacturers and Service Providers in the telecom industry expand their portfolio and increase profits, by providing unparalleled telecom expertise and product without the commitment of internal staff. www.FindYourMaven.com