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Building people, products and markets.



Case Studies

EXAMPLE PORTFOLIO



Market development case study and implications.

1 Our history shows that it can take +[X] years to achieve presence and a meaningful ROI.

- ❑ [X] and [Y] markets took +5 years to establish and have contributed \$[Z]B in cumulative revenue.
- ❑ [A]'s presence was driven chiefly by [B] in the earlier years. Products were added incrementally.
- ❑ [A]'s success in [X] and [Y] was achieved when:
 1. Local policy makers became progressively open to [X], [Y] and [Z].
 2. GDP growth for both [X] and [Y] was moderate to high building overall [Z].
 3. [A] accessibility and affordability improved considerably.
 4. Level of competition within the [X] was considerably less than it is today with [Y] strongest globally peaking in [Z].

Implications for our strategy...

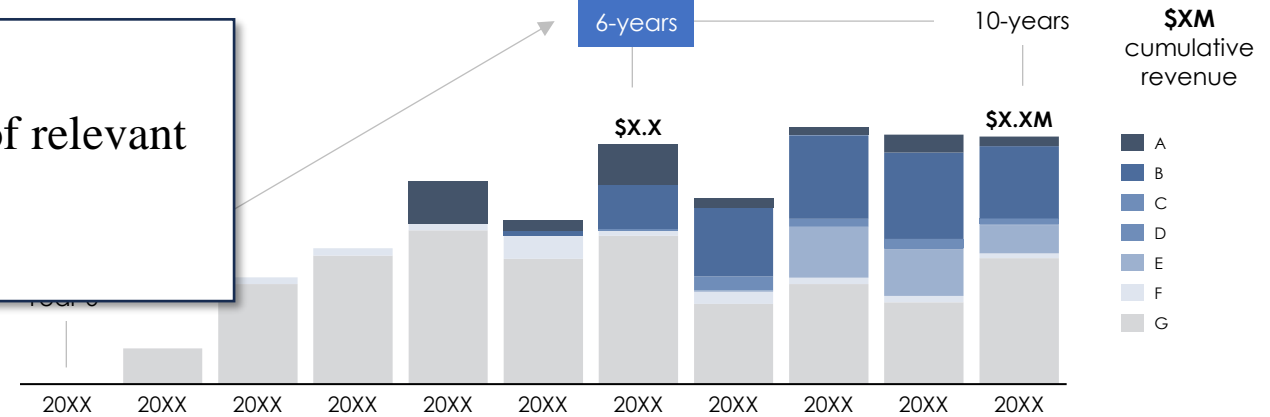
- ❑ Similar circumstances currently existing in [X] however, [Y] is significantly greater.
- ❑ Seeding opportunities now will [X], achieving that a meaningful [Y] by [Z].

2 [X] case study- [Y] years to establish presence¹

2 HOW I CAN HELP YOU

Succinct summary of relevant insights.

MMO RPGs (#)	Y
Gamers (%)	+Z



3 HOW I CAN HELP YOU

Direct consideration on implications to relevant strategy or pending action.

FBB Growth (%)	+32
MMO RPGs (#)	Y
Gamers (%)	+Z

to establish presence¹

