



Client:	Project Brandenburg – Pan European Service Unit
Keywords:	<i>venture proposals</i>
Issue:	To evaluate options for new venture development around the concept of a Pan European Service Unit for telecoms and utilities billing processes
What we did:	Working with the corporate development team we evaluated key market trends and opportunities under different scenarios to develop a clear Venture Proposal that enabled the board to address the question “are we interested in pursuing this idea?” This included an assessment of: the opportunities; consistency with overall corporate strategy; value and feasibility; potential market size and competition; resources, money and time needed to progress to a full business plan; and key decision points with criteria for go/no go decisions
Benefit:	<ul style="list-style-type: none"> ▪ Clarity on the potential customer value of the business, the team and capabilities required for success, and the value of the venture to the overall business. ▪ Identified business opportunities with pilot customers and committed VC funding for next phase.