



A FOCUSFEW
CUSTOMER
SUCCESS STORY

Re-positioning an
**IIT-INCUBATED
COMPANY FOR
OVERSEAS MARKETS**

POSITIONING AND MESSAGING

IIT-INCUBATED COMPANY

FOCUSFEW CONSULTING

REPOSITIONING THE BRAND

REPOSITIONING THE BRAND

REPOSITIONING THE BRA

Preparing for **NEWER MARKETS**

A data science company incubated in IIT Madras specializes in creating innovative, data-driven technology solutions to tackle multidisciplinary business problems. Their sector-specific solutions, comprehensive technology solutions, and data science expertise empower their clientele with comprehensive business advantages in their respective markets.

IMPROVING OUTBOUND SALES STRATEGY

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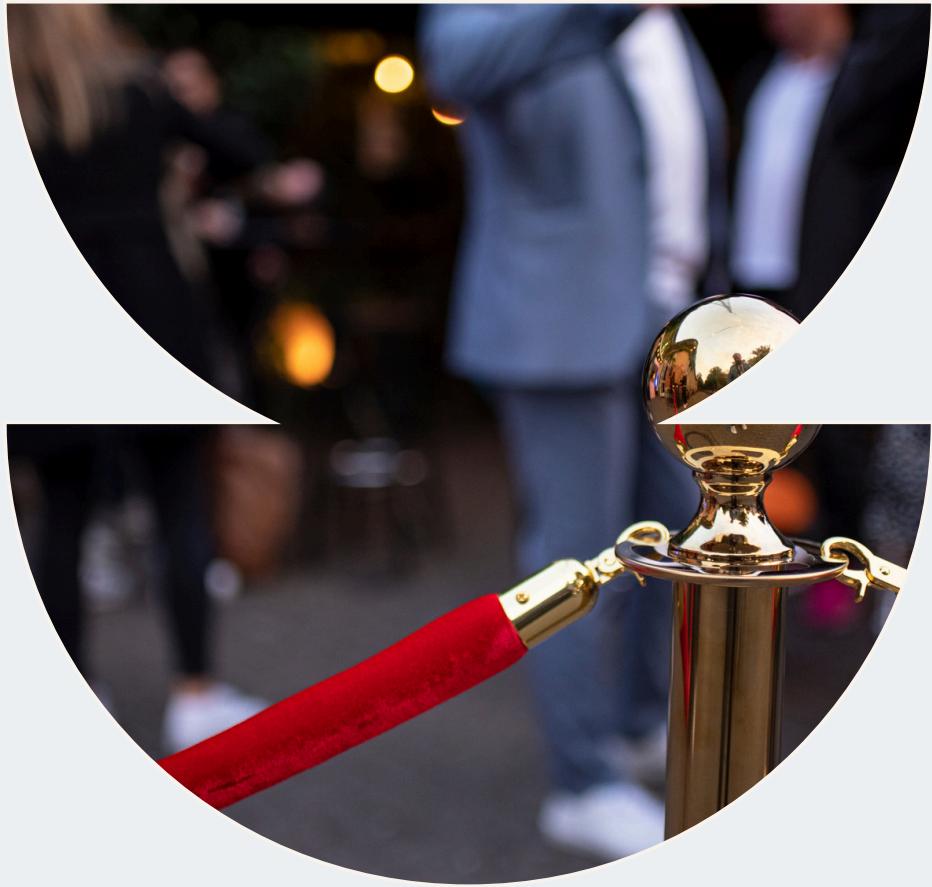
With a track record of 250+ deployments and projects of 100+ AI/ML algorithms across diverse domains, they have a track record of consistently delivering exceptional results and solving hard problems unique to their clients' industries and domains.

From its inception, the company's principal target market was India, mostly gathered through inbound leads. The company aspired to expand into overseas markets and, as a result, wanted to create a better go-to-market strategy. They aimed to bolster their outbound sales strategy and optimize marketing and sales collateral to engage new prospects effectively.

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ELEVATING THE BRAND

through accurate articulation of marketing and sales collateral

FocusFew worked closely with the company's distinguished founders having a strong academic and technical background to understand their unique vision guiding the company. After interviewing them and their senior sales teams, we helped them develop a highly differentiated brand story.

The new positioning and messaging helped their sales conversations with attractive hooks that enabled them to highlight their key strengths within the natural flow of conversation. The meticulously crafted company overview deck we created ensures a compelling narrative that deeply resonates with stakeholders.

HOW WE DID IT



DEFINING A DIFFERENTIATED *brand positioning* DERIVED FROM THE FOUNDERS'

rich academic heritage

Crafting a strong **STORY FOR NEW MARKETS**

01 **DISCOVERY CALLS**

We conducted interviews with the company's key leaders to understand the company's deep-rooted academic history, service offerings, engagement models, and outbound sales strategies.

02 **ARTICULATING COMPANY'S VALUE PROPOSITION**

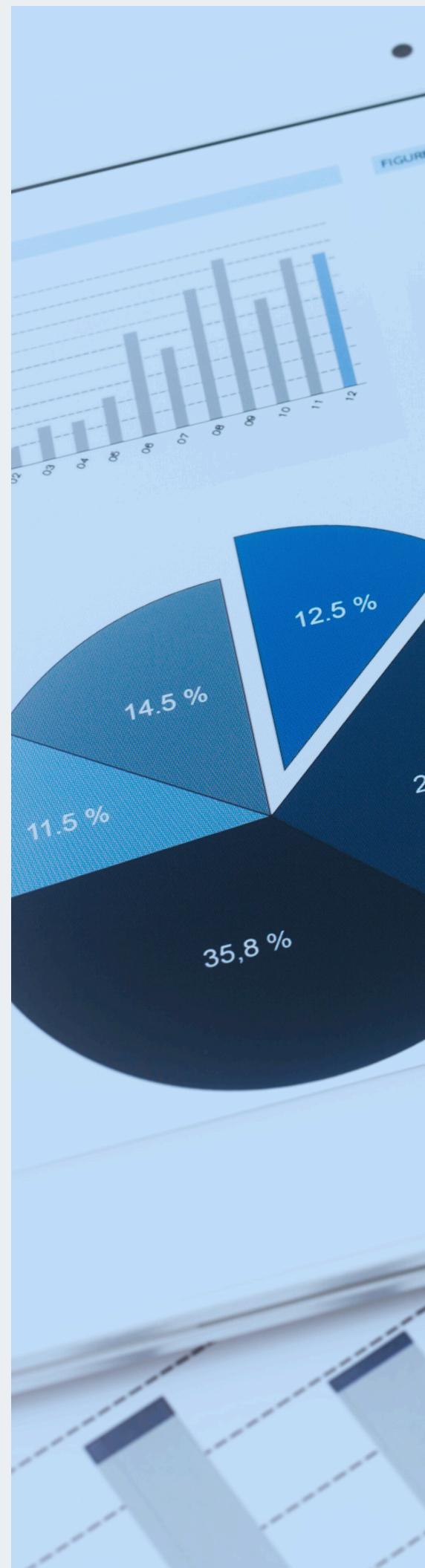
We translated the conversations into a crisp value proposition by defining its diverse expertise, bespoke tech solutions, strong academic background, and proficient project management.

03 **DEFINING THE NEW COMPANY POSITIONING**

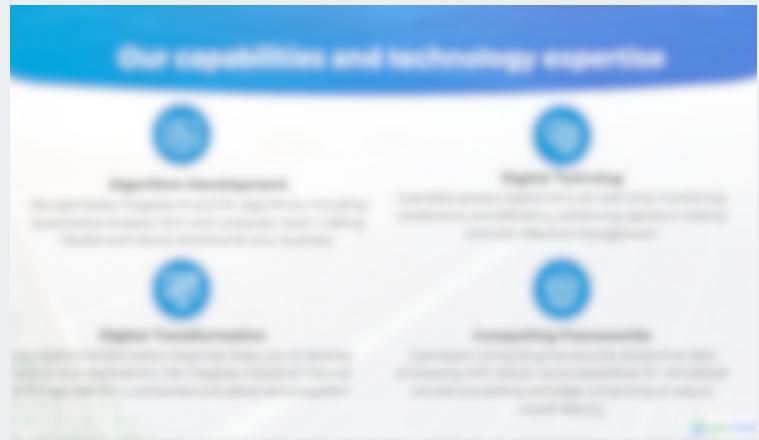
We identified four unique differentiators, developed a contemporary illustration to define the company's positioning, and facilitated internalization by sales teams.

04 **CREATING FOCUSED MESSAGING**

We designed a corporate overview deck that reflects the company's vision, mission, and goals. From tailored graphics, images, and icons to concise messaging, the deck covers everything a prospect needs to know about the company.



Messaging **THAT SELLS**



A multitude of **OUTCOMES**

01

ACCURATE VALUE PROPOSITION

The new value proposition helped the company's sales teams to initiate new conversations in global markets. Their key differentiators immediately created an impact on their prospects.

02

POSITIONING CLARITY

The company successfully established a new, clear market position, differentiating itself from other companies claiming data science expertise. This clarity extended to their product collateral, enhancing its effectiveness and resonance in the new market.

03

MESSAGING CONSISTENCY

Our articulation of their brand positioning helped them showcase their value proposition while the collateral helped them gain traction in international geographies.

04

WELL-DESIGNED COLLATERAL

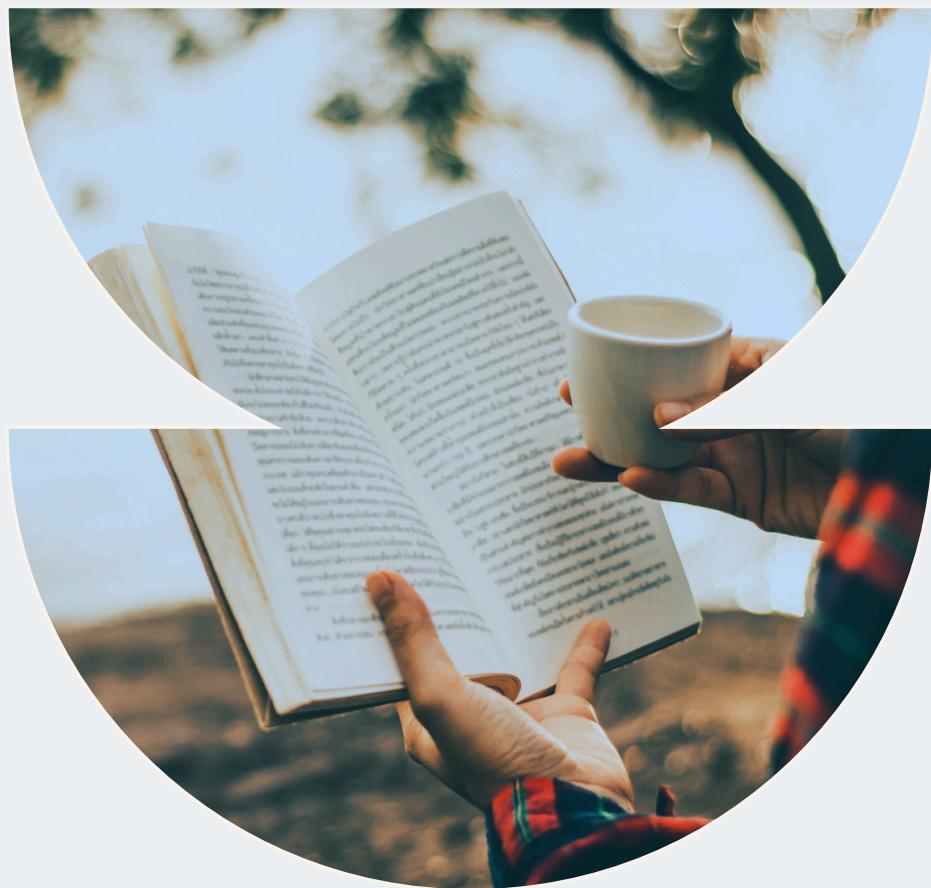
The new collateral flaunted modern designs aligned with their brand, enabling sales and marketing teams to bring uniformity and improve brand recall.

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“To prepare for outbound sales conversations, we wanted to articulate our brand positioning and value proposition through compelling collateral. FocusFew helped us define our positioning and articulate it in crisp presentations and brochures. They worked efficiently with our senior leadership and subject matter experts to understand the company’s history, solutions, and target audience to create collateral that stands out. I recommend FocusFew to any organization wanting to refine their positioning and GTM activities.”



DEVDATTA REGE
CHIEF OPERATING OFFICER,
GYANDATA



THANK YOU

Write to us at info@focusfew.com to initiate your marketing transformation and revitalize your brand.

FocusFew helps technology firms and businesses on the digital path define their products, develop a value proposition, and create an enduring, durable brand for their company. We produce articles, maintain social media accounts, design product and service collateral, drive digital and physical media campaigns, and assist businesses in connecting the dots from technology to business and building a brand for life.

FocusFew Consulting

*Start
your
JOURNEY*