

Vendor Briefing Outline

To make the briefing as productive as possible it is helpful if some basic company information could be covered up-front. There is also a suggested briefing agenda below but please add further topics to this if you feel there are items missing. Please could you complete the information below and then open your e-mail client and click the button marked Submit Form. This will create an e-mail message for you to assist you to return the information to Andy Hayler.

You can find more detailed instructions at the end of the form.

Thank you in advance for your assistance.

Company Information

When was the company founded?

E.g. August 2001

Where is company HQ based?

E.g. Boston

Have you international offices?

E.g. London, Paris

What is the company status?

E.g. public, venture backed, angel funded, other (please specify)

If venture backed, how many financing rounds?

Main Investors

E.g. names of venture capital firms

Product Covered in briefing

Please list product name(s)

Number of employees in company

E.g. 70

Total customers sold to

Example(s) of (public) customers

E.g. Shell

Key Competitors

Key Partners

Key Verticals addressed

E.g. banking, government, energy etc

Pricing model

E.g. traditional licence, software as a service, leasing

Average or typical deal size

E.g. USD 200k

Please check box if
this information is
to be treated as "private".

Commercial indicators

Please note that if any information is marked "private" it will be treated as such.

- Revenue in last year

- Anticipated growth rate for coming year
E.g. "70%"
- Proportion of revenue from software licences
E.g. "65%"

- Profitability
E.g. "not yet profitable" or "16% net margin".

Proposed Briefing Agenda

- Background of company
- Business problem that the technology addresses
- Marketing strategy e.g. key positioning, messages, markets addressed
- Customer deployment example
- Technology differentiation & future plans
- Dialogue/ next steps if any

Additional topics for discussion

When you have completed filling in the form please start up your e-mail client, e.g. Outlook, and click the Submit Form button above. This will open up an e-mail message ready for you to send off with the form data attached. If you want to retain a copy of the form please print this out before closing it. If you make a mistake or want to start over please click the Clear Form button.