STRATEGIC SUPPORT FOR RAPIDLY SCALING TECH|

Zylter Acceleration of High - Growth Tech Builders

Your Tech Builder journey is winding and requires a clear map

Your journey includes standard proof points and very personal challenges to build and expand your innovative capability

We understand your journey and milestones because we have lived it

We get down in the tech trenches with you to provide a tailored map for strategic growth, continued investment and success

Zylter Tech Builder Growth Map

FORMATION		VALIDATION					GROWTH	
MISSION>VISION>STRATEGY		LEAN STARTUP					SCALE UP	
IDEATE	CONCEPTUALIZE	COMMIT		VALIDATE			SCALE	ESTABLISH
IDEA FORMATION		MINIMUM VIABLE PRODUCT DEVELOPMENT	ITERATE, REFINE + PIVOT (as needed)	ESTABLISH + STRENGTHEN PROCESSES + CHANNELS				SCALE PROCESSES + CHANNELS
PRE-SEED FUNDING		SEED FUNDING	VC ROUND 1 | SERIES A			VC ROUND 2 |SERIES B		
GRANTS + PERSONAL MONEY			VENTURE CAPITAL			VENTURE CAPITAL		
DESCRIBE INITIAL CONCEPT		PITCH FOR / SECURE SEED FUNDING	DEMONSTRATE PRODUCT POTENTIAL	IDENTIFY PRIORITY CUSTOMER GROUP(S)	DEMONSTRATE MARKET OPPORTUNITY	PITCH FOR / SECURE VC FUNDING	ESTABLISH FULL DELIVERY CAPACITY	MEASURE + CONTROL PROCESSES
DEMONSTRATE CONCEPT POTENTIAL		DEMONSTRATE PRODUCT VIABILITY	DEVELOP PROTOTYPE PRODUCT	ACQUIRE INITIAL CUSTOMERS	DEMONSTRATE PRODUCT-MARKET FIT	DEMONSTRATE MARKET TRACTION	DEMONSTRATE SUSTAINED REVENUE	
DEMONSTRATE CORE TEAM EXPERIENCE & CAPABILITIES			ESTABLISH PRODUCT DEVELOPMENT ROADMAP	ESTABLISH PRODUCTION PLAN	ESTABLISH PRODUCTION CAPACITY	DEMONSTRATE SUSTAINED REVENUE		
						IDENTIFY + ASSESS GROWTH KPIs		

TRL 2: Technology concept
TRL 5: Initial Testing of
MRL 6: Technology Maturation and Risk

CYCLE
PHASE
CYCLE
PHASE
BUSINESS PHASE
BUSINESS PHASE
DEVELOPMENT STAGE
DEVELOPMENT STAGE
TECHNOLOGY READINESS LEVEL
BUSINESS PHASE
READINESS LEVEL
DEVELOPMENT STAGE
FUNDING STAGE
FUNDING STAGE
FUNDING SOURCE
KEY GROWTH MILESTONES
FUNDING STAGE
FUNDING SOURCE
LEVEL OF BUSINESS VALIDATION
KEY GROWTH MILESTONES

Where are you at on your Tech Builder journey?

[see *Tech Builder Growth Map* *slide* for detailed map]

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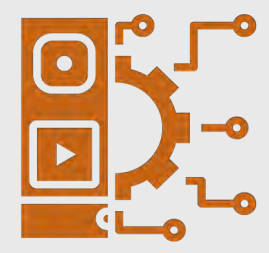# Our superpower is practical + data-driven strategy to accelerate *Tech Builder* growth and valuations

OUR MISSION | Blend technical expertise, dynamic support and well-designed resources to accelerate *Tech Builder* growth, foster scalable innovation, and enable the Future of Work.

We merge analysis, strategy and design within a single cross-functional team to enable Tech Builders to grow revenue, increase operational efficiency, and improve their valuation for investment
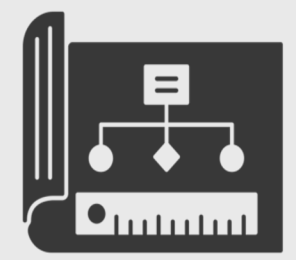
ANALYSIS

Tailored frameworks that merge quantitative and qualitative data to guide strategic decisions and secure investment

DESIGN

Product- , graphic- and information-design methods to deliver strategically useful content and reusable resources for scaling growth

STRATEGY

Decision-making support based on experience with Tech Builders, rigorous analysis and our Tech Strategy Tool Kit resources

[see the attached **Tech Builder Capability Brief** for detailed description of our methods & resources]

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Our versatile, dynamic + connected team accelerates growth where you need it, when you need it

We think in **proof points**, **valuations** and **ROI**

We have mapped the pathways and steps for **industry adoption** of emerging tech

We provide **dedicated**, **scalable** and **multi-functional** support not available from traditional tech or management consulting companies

Our support is a force multiplier, enabling you to increase impact and ROI of resources to quickly mature products and scale revenue growth

We have **lived your Tech Builder journey** both personally and with our many partners

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Our team provides a "Swiss Army Knife" of expertise + support as your company evolves

Our team is designed to provide you a long-term partner and scalable support to address your range of needs as you grow

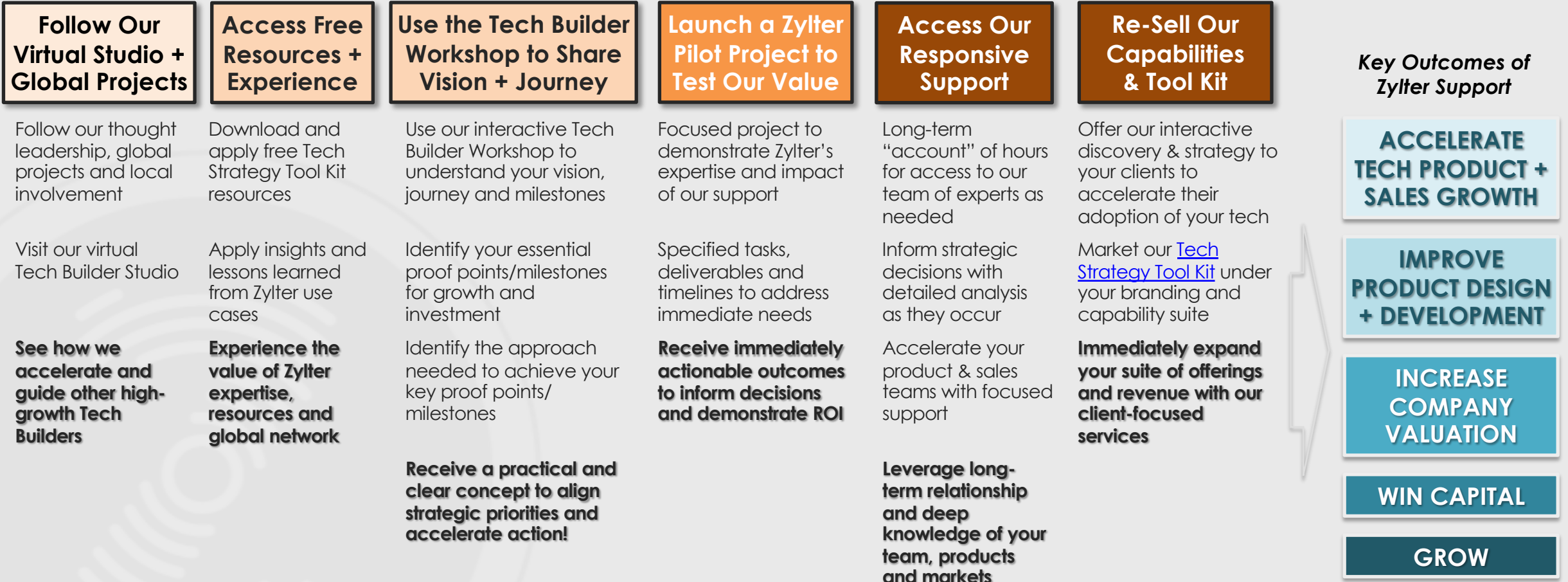|		
Chief Strategy Officer (fractional support)	Strategic Foresight & Planning	Growth & Expansion Strategy
Market & Competitive Analysis	ROI Analysis & Tech Adoption Planning	Product Requirements & Use Case Analysis
Org Design & Strategy Implementation	Proposal, Pitch & SOW Development	Product Design & Management Support

[see the attached **Tech Builder Capability Brief** for detailed description of our capabilities]

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We designed our interactive approach to understand + support your growth journey

We don't provide strategic consulting from a distance

We provide practical support and data-driven guideposts throughout your strategic growth journey

Follow Our Virtual Studio + Global Projects	Access Free Resources + Experience	Use the Tech Builder Workshop to Share Vision + Journey	Launch a Zylter Pilot Project to Test Our Value	Access Our Responsive Support	Re-Sell Our Capabilities & Tool Kit
Follow our thought leadership, global projects and local involvement	Download and apply free Tech Strategy Tool Kit resources	Use our interactive Tech Builder Workshop to understand your vision, journey and milestones	Focused project to demonstrate Zylter's expertise and impact of our support	Long-term "account" of hours for access to our team of experts as needed	Offer our interactive discovery & strategy to your clients to accelerate their adoption of your tech
Visit our virtual Tech Builder Studio	Apply insights and lessons learned from Zylter use cases	Identify your essential proof points/milestones for growth and investment	Specified tasks, deliverables and timelines to address immediate needs	Inform strategic decisions with detailed analysis as they occur	Market our Tech Strategy Tool Kit under your branding and capability suite
See how we accelerate and guide other high-growth Tech Builders	**Experience the value of Zylter expertise, resources and global network**	Identify the approach needed to achieve your key proof points/ milestones	**Receive immediately actionable outcomes to inform decisions and demonstrate ROI**	Accelerate your product & sales teams with focused support	**Immediately expand your suite of offerings and revenue with our client-focused services**
		Receive a practical and clear concept to align strategic priorities and accelerate action!		**Leverage long-term relationship and deep knowledge of your team, products and markets**	

Key Outcomes of Zylter Support

- **ACCELERATE TECH PRODUCT + SALES GROWTH**
- **IMPROVE PRODUCT DESIGN + DEVELOPMENT**
- **INCREASE COMPANY VALUATION**
- **WIN CAPITAL**
- **GROW**

[see the attached **Tech Builder Capability Brief** for detailed description of our methods & resources]

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We have increased value of industrial *Tech Builders and* effectiveness of *Tech Seekers*

We have enabled both with *Tech Builders* and *Tech Seekers* to develop and adopt emerging tech for Future of Work applications

We serve the ecosystem as a connector and boundary spanner

AUTONOMOUS GROUND VEHICLES	UNMANNED AERIAL SYSTEMS & DRONES	EXTENDED REALITY &FUTURE OF WORK	OTHER EMERGING TECH APPLICATIONS	INDUSTRY *TECH SEEKERS*
next	MATTERNET	TALESPIN	SAYSO	MILITARY SEALIFT COMMAND MSC
TACOM	MARTINUAV	ECMC Education	TAP EVERY MOVEMENT MATTERS	Newland COMMUNITIES
				HIBBETT SPORTS GAME TESTED. ATHLETE APPROVED.
MERLIN MOBILITY	RPS REMOTELY PILOTED SOLUTIONS	LUCID DREAM	lifeline	NATIONAL PARK SERVICE · DEFENSE LOGISTICS AGENCY

[see the Zylter Case Studies on our website for detailed description of our clients & projects]

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CASE STUDY |
Responsive Support for Talespin Development of Extended Reality for Industry Training (2017-present)

Zylter has applied our expertise and _Tech Strategy Tool Kit_ to enable Talespin to initiate Series-A,–B and -C investment rounds, achieve its key growth milestones and increase its valuation through strategic growth

TALESPIN

Link to Talespin Reality Labs website

Example Services and Tool Kit Methods Applied to support Talespin growth

	CORE STRATEGY	**TAR** | Tech Adoption Roadmap	**TAR** | Tech Builder Roadmap			
	STRATEGIC PLANNING	**SEM** | Strategic Engagement Mapping	**ROI** | Strategic Return on Investment Assessment	**CLA** | Competitor Landscape Analysis	**SRD** | Strategic Roadmap Design	**SEP** | Strategic Engagement Prioritization
	SOLUTION DESIGN + DEVELOPMENT	**PDD** | Product Requirements Document	**TMA** | Tech Maturity Assessment	**PCD** | Product Catalog Design	**PRD** | Product Roadmap Development	
	SOLUTION LIFECYCLE PLANNING					
	MARKET ANALYSIS + PRICING	**SNA** | Social Network Analysis	**PPD** | Pricing Proforma Development	**TAM** | Total Addressable Market Estimation		
	USER + WORKFORCE ANALYSIS	**UPD** | User Profile Development	**USA** | User Segmentation Analysis	**USD** | User Story Development	**QUP** | Quantitative Usage Profile Creation	
	PROCESS DESIGN + IMPROVEMENT	**ABM** | Activity Based Management Design	**OPM** | Operation Process Mapping			

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Zylter support pays for itself with both immediate ROI & long-term growth

For growing and resource-constrained *Tech Builders*, ROI is king. Our support delivers the measurable ROI and outcomes needed to achieve key proof points for growth, to include:

Increased Impact of Product/ Market Development Efforts
Actionable analysis identifies specific applications, markets and requirements to prioritize efforts for maximized market growth

Decreased Time to Scalable Revenue
We deliver high payoff BD strategies based on deep knowledge of the enterprise acquisition process

Reduced Time to Product Maturity
Increased speed and efficiency of product development with a data-driven product roadmap and go-to-market (GTM) strategy

Reduced Cost of Required Strategy & Analysis
Responsive support provides strategy and analysis when/where needed at a fraction of the cost for full time equivalents (FTEs)

Quicker Customer Acquisition
White label strategic planning services provide initial entry offering to build relationship with enterprise customers and enable tech adoption

Increased Marginal Revenue from BD Resources
White label strategy and professional services sold alongside your core products for marginal revenue with no additional effort

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Next Steps to Get Started With Zylter

1. **Follow Our Growth:** Like you, we have a growing global portfolio of projects, clients and thought leadership. Check in and check us out...

2. **Check Out Our Work:** Visit the [Zylter website](#) and our [LinkedIn page](#) to learn more about our approach, capabilities and experience. We love to show and tell!

3. **Leverage Our Free Practical Resources:** Visit our website to access resources from out *[Tech Strategy Tool Kit](#)*, [case studies](#) and [thought leadership](#). Well-designed resources for your immediate use.

4. **Set up a Tech Builder Workshop Session:** Request a free Tech Builder Workshop session so we can understand your journey, provide some immediate insight and demonstrate the value of our perspective

5. **Try Out Our Support:** Launch a pilot project to see how our team and resources deliver immediate value and impact. We are happy to be tested!

ZYLTER

We think IT* through with you.

*Industrial Technology

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ZYLTER *TECH BUILDER GROWTH MAP*

LIFE-CYCLE PHASE	FORMATION		VALIDATION				GROWTH	
	MISSION>VISION>STRATEGY		*LEAN STARTUP*				*SCALE UP*	
BUSINESS PHASE	IDEATE	CONCEPTUALIZE	COMMIT	VALIDATE			SCALE	ESTABLISH

DEVELOPMENT STAGE	IDEA FORMATION		MINIMUM VIABLE PRODUCT DEVELOPMENT	ITERATE, REFINE + PIVOT (as needed)	ESTABLISH + STRENGTHEN PROCESSES + CHANNELS			SCALE PROCESSES + CHANNELS
TECHNOLOGY READINESS LEVEL	TRL 1: Basic principles observed & reported	TRL 2: Technology concept and/or application formulated	TRL 5: Initial Testing of Integrated/Semi-Integrated System	TRL 6: Prototype System Verified	TRL 7: Integrated Pilot System Demonstrated		TRL 8: System Incorporated into Final Commercial Design	TRL 9: Full System Commercial Deployment
MANUFACTURING READINESS LEVEL	MRL 1-3: Pre-Materiel Development Decision		MRL 5: Technology Maturation and Risk Reduction (TMRR)	MRL 6: Technology Maturation and Risk Reduction (TMRR)	MRL 7: Engineering & Manufacturing Development (EMD)	MRL 8: Engineering & Manufacturing Development (EMD)	MRL 9: Low-Rate Initial Production (LRIP)	MRL 10: Full Rate Production

FUNDING STAGE	PRE-SEED FUNDING		SEED FUNDING	VC ROUND 1	SERIES A			VC ROUND 2	SERIES B	
FUNDING SOURCE	*GRANTS + PERSONAL MONEY*			*VENTURE CAPITAL*			*VENTURE CAPITAL*	
LEVEL OF BUSINESS VALIDATION	PROBLEM-SOLUTION FIT			PRODUCT-MARKET FIT			BUSINESS MODEL-MARKET FIT	

KEY GROWTH MILESTONES								
DESCRIBE INITIAL CONCEPT		PITCH FOR / SECURE SEED FUNDING	DEMONSTRATE PRODUCT POTENTIAL	IDENTIFY PRIORITY CUSTOMER GROUP(S)	DEMONSTRATE MARKET OPPORTUNITY	PITCH FOR / SECURE VC FUNDING	ESTABLISH FULL DELIVERY CAPACITY	MEASURE + CONTROL PROCESSES
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