



Tactical Clarity™ : Information Integration Startup

- **Problem:**
A solution in search of a problem. Initial investor money had been spent and the beta tests were showing little hope for market traction.
- **Solution:**
Outlined a success plan for the best of a weak set of alternative potential business moves that fit the funding runway available to the company. Set management and investor expectations for risk, sales cycles and partner needs.
- **Results:**
Saved investors the costs and time commitments of further high-risk investment.

Get-Clarity™ Process

