Serious Insights

START-UP ADVISORY SERVICES

Advisory

adjective /ədˈvīzərē/

permission to make recommendations

INCREASE YOUR CHANCES FOR SUCCESS

Daniel W. Rasmus, the author of *Management by Design*, has advised software and hardware firms for over 30 years.

Dan knows all sides of the technology equation: analyst, vendor, and end-user. He served as VP of Collaboration and Knowledge Management Research at Forrester. As Director of Business Insights, he ran thought leadership for Microsoft Office. At Hughes Aircraft Dan developed the technology architecture and managed end-user computing. At Western Digital he developed the SMART system for pick-and-place programming. He has also advised several start-ups and non-profits.

Let Dan and Serious Insights help your executive team, developers and marketers create better products, improve positioning, and craft engaging messages. We offer the following services for start-ups:

- Value propositions and business model reviews
- Pitch deck development
- Organizational design
- Executive coaching
- Advisory board membership

Contact us today to start gaining value from a Serious Insights client relationship.

START-UP ADVISORY KPIs
Instant value from industry experts.

- IMPROVED PRODUCTS
- THOUGHT LEADERSHIP
- MARKET DIFFERENTIATION
- EXECUTION READINESS
- STRATEGIC CLARITY

SeriousInsights.net/start-up-advisory-services/