



## CONSULTING SERVICES

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### BUSINESS STRATEGY CONSULTING

Full-service management consulting solutions and development oversight for organizations of all sizes.

- » Corporate Strategy and Business Model Counseling
- » Business Development
- » Strategic Planning and Roadmaps
- » Product Acquisitions
- » IP Portfolio Management
- » Operations Review and Guidance
- » Communications Strategy, Planning and Implementation

### MARKET RESEARCH AND CONSUMER INSIGHTS

Detailed sales forecasting and competitive analysis services provide an in-depth look at any vertical.

- » Go-to-Market Strategy
- » Concept Testing and Focus Groups
- » Sales Forecasting and Projections
- » "What If" Scenarios

### EXPERT WITNESS SERVICES

Leading industry experts and veteran expert witnesses available to assist with legal matters of any scope.

- » Market Analysis
- » Design and Development (Technology, Software, Video Games)
- » Patent and Trademark Infringement
- » Hardware/Software Testing and Evaluation
- » Intellectual Property (IP) Disputes

### MEDIA TRAINING

Public speaking and media coaching services that maximize interviews and presentations via tailored strategic message development and communications training.

- » Interviews and Presentations
- » Message Development
- » Corporate Communications
- » Speechwriting

### MOCK REVIEWS AND PREDICTIVE SCORING

Our acclaimed PREPLAY™ services provide the full spectrum of competitive analysis, including critical review score forecasting, SWOT analysis and marketing insight from top industry experts.

- » Top Industry Critics
- » Diverse Focus Groups (Enthusiast, Consumer, Print/Online/TV)
- » Actionable Feedback
  - » Product Design
  - » Advertising and Marketing
  - » Positioning and Pricing
  - » USPs and Demo Selection

### MARKETING, PR AND PRODUCT COUNSELING

Tailored advertising and business solutions that chart a course every step of the way from feature sets and pricing to customer acquisition and retention.

- » Advertising and Brand Positioning
- » Social Media Strategies and Solutions
- » Marketing and Public Relations (PR)
- » Media Relations and Strategies
- » Message Development
- » Event Planning and Publicity
- » Press Release and Press Kit Creation/Distribution
- » Pitches and Presentations
- » Package Design and Point-of-Purchase (POP)
- » Reviewer's Guides, Instruction Manuals and Sell Sheets
- » Web Design

### EDITORIAL, VIDEO AND CREATIVE SERVICES

Custom publishing and video production services from the biggest names in the business.

- » Copywriting
- » Video and B-Roll Production
- » Custom Publications: Magazines, Websites, Microsites, etc.
- » Product Demos, Developer Diaries and Event Coverage
- » Live Video and Event Streaming
- » Electronic Press Kits (EPKs) and Online Pressrooms

“An expert voice for the video game industry that executives and organizations of all experience levels would do well to heed.”

**Trip Hawkins, Founder, Electronic Arts and Digital Chocolate**

“Getting an impartial and accurate understanding of critical feedback on a game prior to launch is worth its weight in gold. TechSavvy has proven invaluable in providing that advantage for our most important titles.”

**Randy Pitchford, President, Gearbox Software**

“I’d probably still be doing Atari and Chuck E. Cheese’s if I’d had someone like Scott Steinberg to help me in those projects.”

**Nolan Bushnell, Founder, Atari**

“Crucial extensions of our product acquisitions and marketing team... Via their broad experience and rapid response times, we’ve successfully negotiated extremely beneficial deals. Their feedback to improve games we’ve published has been universally appreciated by developers and distributors alike.”

**Mario Kroll, Dir. Business Development and Publishing, Kalypso Media USA**

“If you really want to know about business, you should refer to Scott Steinberg.”

**Sir Richard Branson, Founder, Virgin Group**

“A leading authority on the technology and video game industries that’s helped our state, government and local businesses establish themselves as top players in the high-tech field.”

**Kristina Hudson, Director, Washington Interactive Network**

“Whether plotting business and pricing strategy, establishing operating models that allow for strategic cost reduction or creating roadmaps for planning and growth, start-ups and investors alike will find that TechSavvy comes highly recommended.”

**Krating Poonpol, CEO and Founder, Mobilitz**

“You’re not talking business if you’re not talking to Scott Steinberg.”

**Strauss Zelnick, Chairman, Take Two Interactive**

WHERE WE'VE BEEN SEEN:

