

## Case Study - Strategy 1

### Our Client's Challenge

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In 2006 two entrepreneurs developed a software solution that provides content and service mobility of anything to anyone, anywhere, anytime and anyhow – all in a secure fashion. They were faced with the challenge of how to take their clever idea and turn it into a commercially viable reality.



In order to do this they needed to establish a business that could productise and commercialise the technology. Establishing such an organisation required a business plan, including a go-to market strategy, people and resources to develop and productise the technology, infrastructure such as an intellectual property (IP) framework to safeguard the invention and financial backing to fund these endeavours.

### Our Engagement & Approach

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In 2007 MURPHYDAVIS Consulting was engaged to help take this technology from “whiteboard to market.”



Our approach entailed working extensively with the inventors and other advisors to help establish a sustainable business vehicle through which they could commercialise the technology.

We started by helping the client articulate their vision for the technology and then we began establishing the business with all the requisite capability to realise the vision.

This required innovative thinking underpinned by sound commercial practice.

### Our Results

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- Developed a business plan and a Go-To-Market strategy;
- Designed and implemented a sophisticated Corporate Structured geared at supporting a global technology business;
- Secured several million dollars in seed funding; and
- Developed and implemented a strategic IP framework, lodged patents in 113 countries around the world, established a patent portfolio and secured international trademarks – for both corporate and product brands;