

Startup Strategic Review and Funding Approach

Business Challenge

Our client is a startup company offering a comprehensive online home improvement network designed specifically for homeowners and home improvement professionals. They create an easy way for homeowners to find home improvement professionals and review the quality of services and products, while providing businesses with an innovative way to attract new customers.

The key issues that faced our client were:

- Lack of identified market opportunity and product viability metrics
- Inconsistent value proposition of company and product opportunity
- Poor viability of existing sales approach, product pricing and revenue models
- Poor product competitive defensibility
- Lack of focused investor funding strategy

Client & Engagement Quick Facts

- Project Duration: 3 Months
- Funding: Bootstrapped, seeking Angel Investment of \$3M
- Product: Live with 100+ paying advertisers
- Geography: Silicon Valley, CA

Our Solution

As part of Kenny & Company's Startup and Emerging Company Strategy Services, our focus was to help our client develop a business model with a compelling market opportunity and value proposition that would be attractive to investors. We researched and sourced supporting data and metrics that validated the market revenue potential, refined their sales model and go to market strategy, identified the competitive advantages and defensibility, created a polished investor presentation and helped pitch their business idea to investors.

Business Benefits

Kenny & Company assisted our client by transforming a good product concept to a viable business and investment opportunity. We leveraged our network and participated in events to bring visibility to our client and help facilitate funding discussions.

- Increased sales from clear value proposition and sales approach
- Clearly defined business model and revenue opportunity
- Active discussions with investors

About Us

Kenny & Company is a management consulting firm offering Strategy, Operations and Technology services to our clients.

We exist because we love to do the work. After management consulting for 20+ years at some of the largest consulting companies globally, our partners realized that when it comes to consulting, bigger doesn't always mean better.

Instead, we've created a place where our ideas and opinions are grounded in experience, analysis and facts, leading to real problem solving and real solutions – a truly collaborative experience with our clients making their business our business.

We focus on getting the work done and prefer to let our work speak for itself. When we do speak, we don't talk about ourselves, but rather about what we do for our clients. We're proud of the strong character our entire team brings, the high intensity in which we thrive, and above all, doing great work.

Who We Are

Partner Led

Our Partners are personally committed to our clients and lead every engagement.

Experience, Perspective and Passion

We average over 20 years in professional services and bring tailored approaches to every client engagement.

Focused, Collaborative, High-Impact

We work side-by-side with our clients in highly focused teams to solve complex business problems.

Client First

Our highest priority is our client's professional and personal success. We believe clients should expect more.

Guarantee Our Work

We guarantee our clients complete satisfaction every engagement every time.

Contact Information

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