



CASE STUDY:
Point4Geo

Proposition Development

From USP to Market Entry Strategy

Point4Geo

Leaders in vegetation management, providing an automated easy-to-use, low-cost system for the infrastructure market. Point4 uses bespoke automation to turn individual trees into 'live' assets using satellite communication and LiDAR.

<http://www.point4uk.com/>

Executive Summary

MULTIPLY designed and led a proposition programme to define the product positioning for market, focussing on power distribution network operators.

Through desk research, industry interviews and leadership team workshop MULTIPLY defined the business' value proposition and prioritised the best market approach.

The Deliverables

Defined the proposition, USP and customer narrative informed by market and industry research.

Enabled the design of a product and market roadmap. Defining product portfolio for primary and future markets.

The Solution

MULTIPLY delivered a 2-month programme including desk research, industry interviews and a one-day workshop with the leadership team.

The Outcome

MULTIPLY successfully delivered a proposition pack with a clear and impactful USP. Developed the narrative and roadmap to support customer approach strategy and messaging.

The team were set up with the necessary tools and guidelines to lead client meetings and engage with its target audience to unlock its commercial potential.



"Natasha and Clarisse seamlessly integrated into our small team that was finalising a two-year European Space Agency Demonstration Package.

They were able to bring expert resource across a number of disciplines to help guide our transition from a pure R&D business to become commercially focused, strategically aware and structurally sound to begin our journey of selling to a multi-billion pound global market place."

Julian Martin-Redman | Director Point4Geo