

Software Product Marketing Class
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The Logo Project

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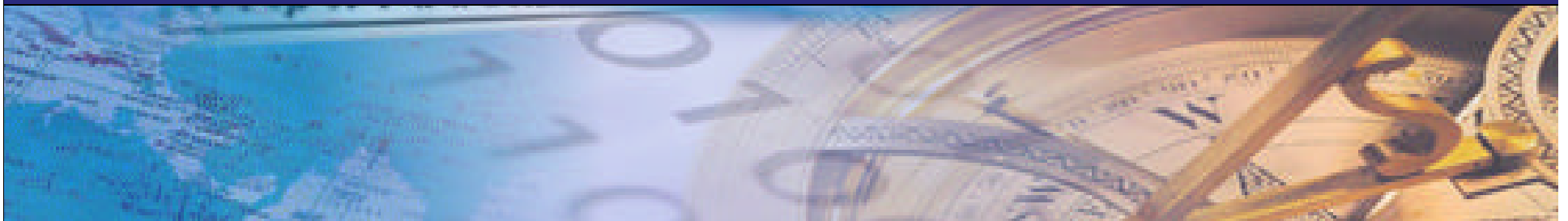
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◆ Business Idea

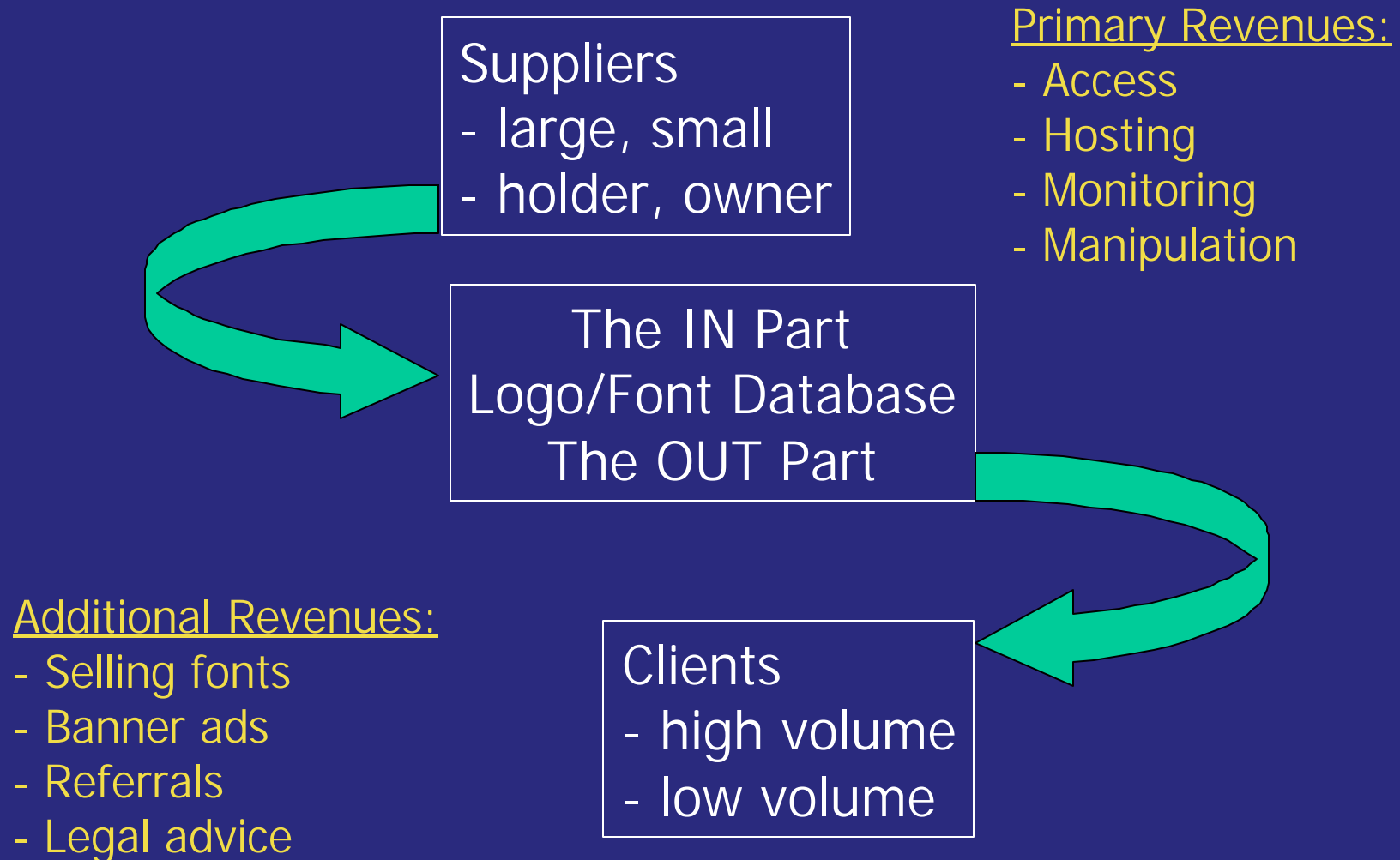
For organizations holding and owning logos and organizations who need to gain permission to use logos for production purposes, we offer services that enable a smooth and effective process of storing, manipulating, accessing and monitoring the use of graphical content.

◆ Mission Statement

To become the largest provider of complete, accurate and authorized graphic content, with an initial focus on logos.



Business Model



Market Opportunity

◆ Market History

- No existing business focused on handling, storage, manipulation, monitoring of logos used specifically for trade shows.
- Currently, haphazard transfer of logo specifications.
- No supervision, maintenance or industry standards.

◆ Initial Market Opportunity/Size

- Trade show business is a \$50 Billion digital output production industry

◆ Current Situation

- 300+ digital/media asset management companies exist.
- 7500+ creative/printing establishment companies in the US plan to purchase digital asset products in next 12 months.



Product Definition for Suppliers

Logo
The Project

- ◆ Customer Needs
 - Monitoring and maintenance of standards approved by supplier companies.
- ◆ Features
 - Digital management
 - Graphical manipulation and production
- ◆ Benefits
 - Outsource the monitoring of suppliers' graphical assets
 - Manage graphical aspects of trade show events
 - Cut transfer costs
 - Shorten turn-around time
 - Manipulation of logos and fonts
 - Central location to access logos for internal use



Product Definition for Clients

◆ Customer Needs

- One-stop shop for multiple logos
- Ease of use (standard file formats)
- Key focal point of logo management

◆ Features

- Digital management
- Graphic manipulation and production expertise
- 24/7 customer care

◆ Benefits

- Greater accuracy
- Shortened turn-around time
- Ease of use



Competitive Analysis

Business Focus	Hosting	Manipulation	Monitoring
<i>The Logo Project</i>	High	High	High
Digital Asset Management	Low	High	Low
Graphical Content Management	Low	High	Low
Advertising Specialty Companies	N/A	N/A	Low
Individual Companies Web Sites	High	High	Medium



Marketing Strategy

- ◆ Target Markets
 - Entry Market: Trade Show Business
 - Secondary: Print, Publish and Broadcasting Industry
 - Tertiary: Advertising Agencies
- ◆ Proposed Revenue Model
 - Subscriptions for access to content
 - Content Manipulation
 - Content Storage
- ◆ Sales and Distribution Channel
 - Direct Sales
 - Partnerships with trade show hosts



Summary

- ◆ Introduce The Logo Project on a small scale to test viability
- ◆ Form strategic partnership with one primary customer in the trade show industry:
 - Start building up logo database
 - Service the customer to verify needs
 - Get recommendations as the "standard to-be" for this type of graphical content
- ◆ Seek funding

