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In lightning-fast markets, we accelerate growth ahead of the curve.

OUR SERVICES



Sales and Marketing Strategy

Create winning strategies that fire up the troops and boost your bottom line.



Consulting CEO Expertise

Accelerate your time to market with our established strategies and experienced team.



Sales/Management Training and Development

Fire up your team's performance from "satisfactory" to "super-star."



Growth-Funding Strategist

Guide and connect investors and entrepreneurs.



Needs Assessment

Drive demonstrable results on everything, from better needs analyses to customized training content.



Executive Coaching

Ignite your revenue growth with our proven experience and results.

OUR CLIENTS



To get started and learn how Catalyst Performance Advisors can help you, contact us:
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COMMERCIAL DUE DILIGENCE: *Strategy Consulting*

THE CLIENT

A well-known venture capital firm and their potential investment syndication partner.

CHALLENGE

Evaluation of investment

ENGAGED BY

CEO

SERVICES OFFERED

Needs Assessment and Investment Strategy

THE GOAL

Our clients sought strategic input into assessing the commercial strategy and management team of a company in which they were considering investing in.

PRE-CONDITIONS

The venture firm was very intrigued with a company that had developed novel surgical implants and devices. The organization had previously experienced limited adoption of their products, but had what was viewed as a potentially game changing technology.

THE SOLUTION

We were engaged to assess the commercial strategy, potential for technology adoption and assessment of the organizations management team's ability to drive results as presented in their operation plan. We engaged expert physicians for insights into current solutions, assessed procedural reimbursement, interviewed hospital executives to gain valuable insights into the market and potential new technology adoption environment. We also spent time working with the venture firms to run multiple market potential models.

THE OUTCOME

The client opted to pass on this potential investment over concerns that the technology, while innovative, would likely experience a very difficult adoption environment. We were impressed with the management team, but believed that their operating plan included an overly optimistic assessment of the market opportunity. Ultimately another firm invested, but the device company continues to struggle to gain market acceptance.