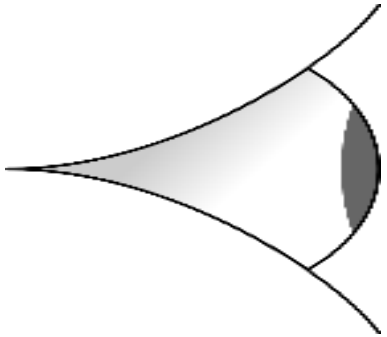
Enterprise Ready Startups
take a broader Product and Customer perspective

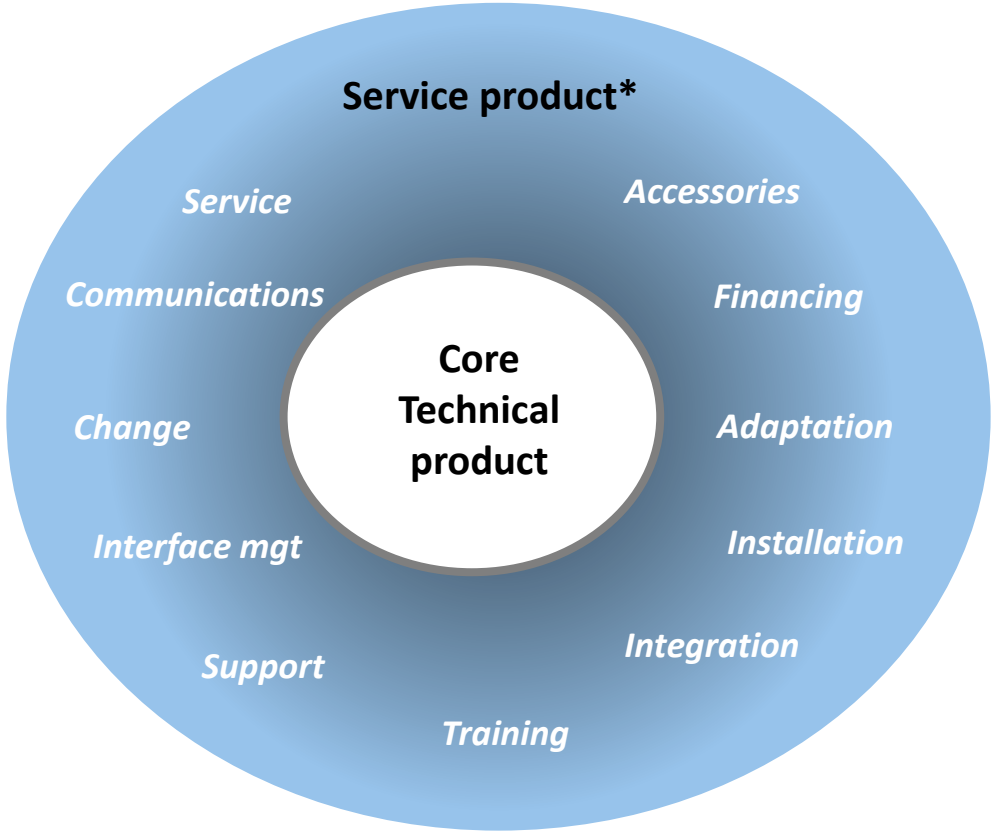
Changeware®
Speed of Change

Value proposition

Seed level



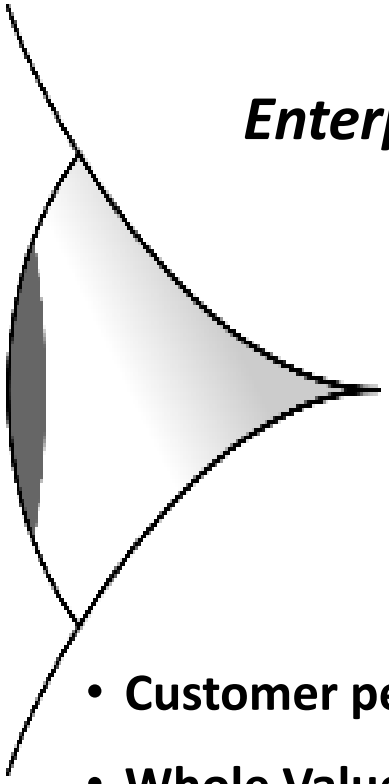
- **User perspective**
- **Technical Product**
- **Costs**
- **Use Case**



* Examples of Service elements

Changeware

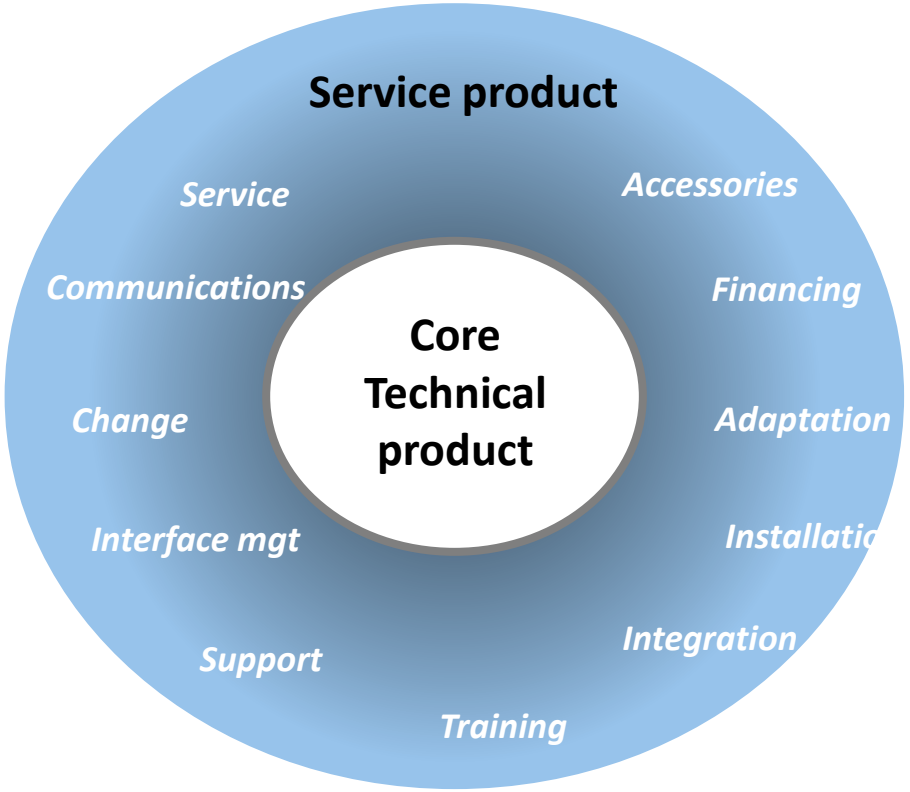
Enterprise level



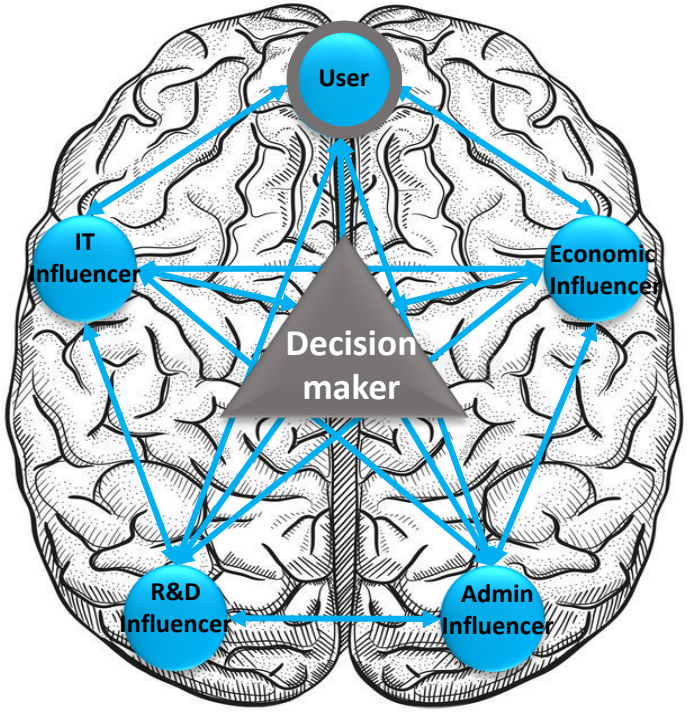
- **Customer perspective**
- **Whole Value proposition**
- **Investment**
- **Business Case**

Complex organizational challenges to Scale Sales beyond initial User Pilots

Value proposition



Customer perspective



Decisionmaker need to balance Rational, Political and Emotional considerations from all stakeholders

A way to summarize Changeware®....

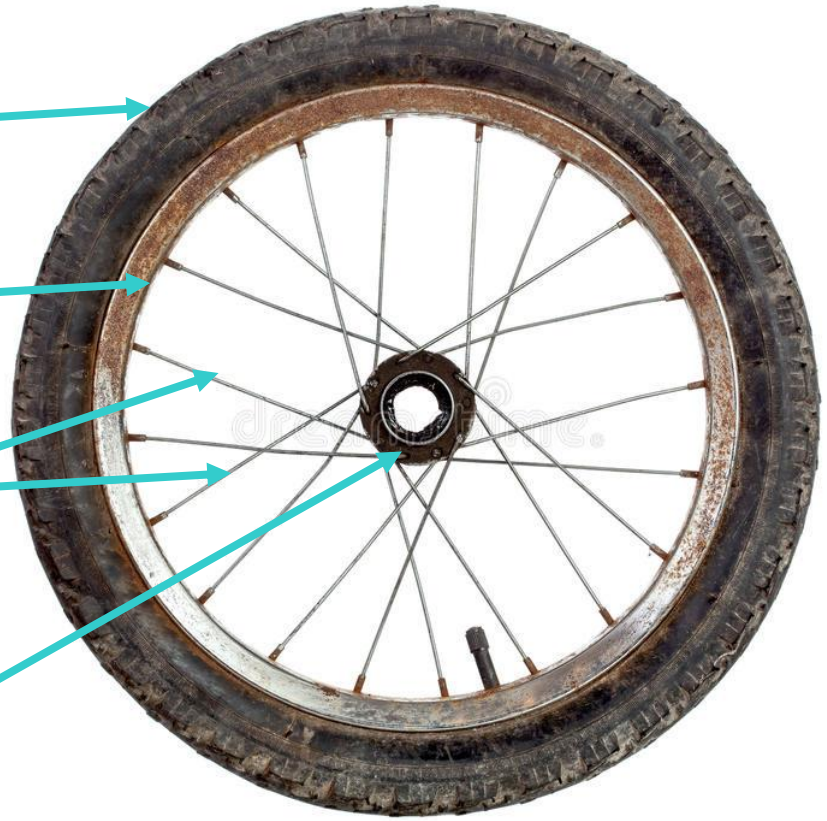
Time to Market

Changeware

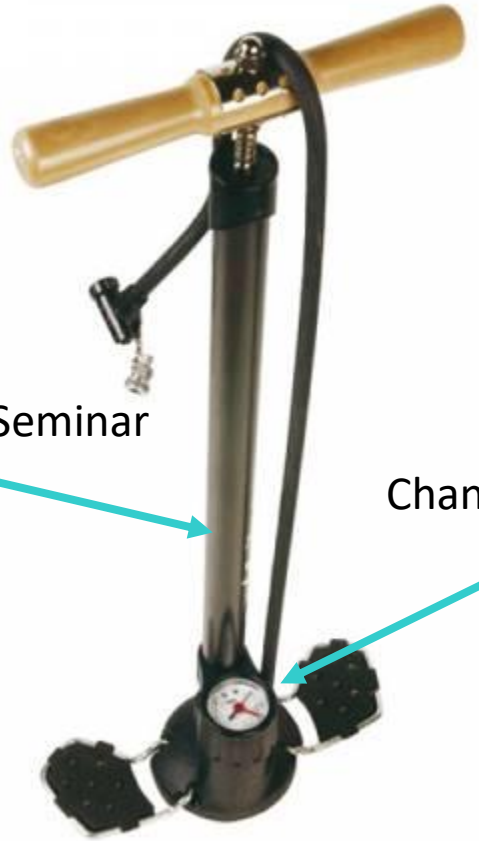
Business Model

Service products

Core Technical product



Changeware Support

Changeware Seminar

Changeware Workshop