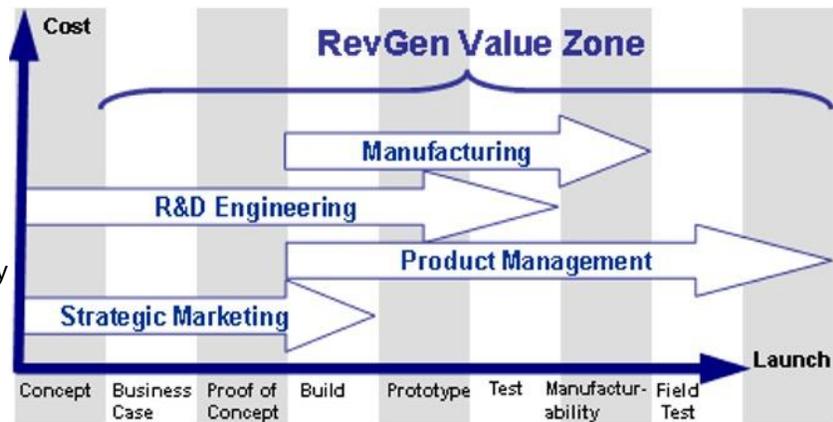


## We Help You Define, Develop & Launch Your Products

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**PRODUCT STRATEGY** – An effective Product Strategy requires comprehensive understanding of target markets, enabling and competitive technologies, IP strategies, cost/benefit relationships and production options; all integrated through a comprehensive financial plan. If you want to transform your ideas and technologies into profitable products, the RevGen Group can guide you through the complex intricacies of the product planning process.

**PRODUCT DEVELOPMENT & INTRODUCTION** – Executing any product strategy requires the right team, real-world knowledge of markets, technologies and production, and the flexibility to modify your plan to meet changing needs without losing sight of your key objectives. The RevGen Group has extensive experience in program management, understands the demands of this process and can lead your team through to a successful product introduction.



**PRODUCT LOCALIZATION** – Even the most successful product faces new challenges when you move outside your home market. How do market dynamics and players differ? What marketing and distribution channels are available? How much will I need to customize my products and collateral materials? Is a local presence necessary? How can I build an effective organization halfway around the world and integrate it into my existing organization? These are just a few of the critical questions the RevGen Group can help you answer.

**COST OPTIMIZATION** – Whether your product is hardware, software or services, costs directly affect your bottom line. And cost optimization is a key element of many product strategies. But the simple solutions have been taken and offshoring isn't always the answer. Cost optimization requires knowledge and experience in the entire value chain, from technologies to manufacturing processes, supply chain management, sales and distribution channels, and the advantages and pitfalls of offshoring. The RevGen Group has the knowledge and experience to help you develop and implement effective cost optimization programs.

**STARTUP MANAGEMENT** – Starting up a successful business requires a combination of diverse skills, knowledge and resources which must come together from scratch. In addition to a great idea and a strong team, you need to understand business structures, corporate governance, debt and equity, investor relations, local legal requirements, HR management, insurance, accounting, taxes, sales, marketing, manufacturing and, most importantly, cross-functional team coordination. Let the RevGen Group help you build a life-cycle strategy to guide you and your team from startup to exit.