
Products. Sales. Results.

Founded in 2007, Acture Consulting Inc is a niche consultancy for emerging, privately owned businesses in the greater Seattle area. The team at Acture is skilled, experienced, and dedicated to complementing your business in building product and revenue traction—the right way. Acture's managing partners and associates have worked with some of the most innovative and high-traction companies in the Puget Sound including Verdiem, Payscale, Apex Learning, Delve Networks, Jobster, Findtouch, Earth Class Mail, Orrtax Software, and Microsoft. We have helped enable the timely return of scalable, sellable products that have contributed to over \$100 million in revenue. We welcome the opportunity to work with your company.

Business & Product Strategy

GROUNDING EXPERIENCE YOU KNOW

Working with some of the most well known emerging companies in the region, Acture's product and business strategy offerings bring nearly 10 years of experience to the table for our clients. We have launched a variety of successful products into the enterprise, small & medium business, and consumer markets. The Acture team knows how to put together a plan that will drive business results.

CUSTOMER CENTERED PRODUCT STRATEGY

Companies large and small often suffer from a lack of customer information. This information, if captured in a diverse and consistent way, can help your company evolve your business strategy to better resonate with the marketplace, thus growing market share. Acture's methodology naturally involves customer information into the product and business planning process. If information does not exist, the team will help implement the proper strategy to gain that insight.

BUILD A PRODUCT THAT DRIVES REVENUE

For emerging companies, revenue traction should be a primary business objective. Companies who gain revenue traction early find they "own their own destiny" in many respects. We see a variety of product/service strategies at play in the market today that have different revenue horizons. Some strategies result in near-term revenue growth, while others defer revenue for a given time. As the business climate shifts, companies must have a rational plan for how their products will drive revenue more quickly.

YOUR PRODUCT: TODAY AND TOMORROW

Emerging companies move quickly. Oftentimes this can drive a reactive "just in time" product strategy that, while they may result in sales growth in the short-term, fails to align to the long term vision of the company. Building a multi-year product/service roadmap is essential for businesses that want to capture the long-term revenue opportunities that exist in their market.

Building a proper product roadmap requires discipline and commitment from the executive team. It involves a holistic analysis of the business, the market, the product, as well as helping the business stakeholders develop some assertions about where the market will be in 3 to 5 years. Product roadmaps create a template for how a company's product(s) will evolve as the business opportunity evolves.

PRODUCT & BUSINESS STRATEGY OFFERINGS:

- Business plan creation and refinement
- Fundraising preparation and pitch refinement
- Product strategy, vision, and roadmap assessment
- Multi-year product roadmap creation
- Cross market analysis for existing products
- "Customer pulse" systems strategy
- Product and Go-to-Market Sales Planning
- Early stage product ideation and prototyping
- Competitive and Pricing Analysis

Business & Product Strategy

Testimonials for Neil Crist, Managing Director:

"Neil is a creative, thoughtful, and versatile product leader. He works well with clients, understanding needs and envisioning solutions. He is excellent at motivating teams to build the right features, and creating the necessary partnerships to bring holistic solutions to bear for clients. He is both strategic and practical with a unique ability to implement internally and communicate effectively/ sell his vision externally. I'd welcome to opportunity to work with him anytime!" *January 4, 2007*

*Tracy Lawrence Burman
Currently Chairman & Co-Founder, MediaMall Technologies*

"Neil did an outstanding job of interfacing directly with our most important partners and servicing as the liaison between the partners and our product development team. He was instrumental in salvaging a project that was failing when he took over the project. Moreover, Neil is extremely knowledgeable and professional - a pleasure to work with." *September 24, 2008*

*Dave Harvey
VP of Business Development, Verdiem Corporation*

"Neil Crist was a driving force for product strategy, marketing, fundraising and business development at Jobster. He has a wide range of talents and a get-it-done attitude that make him well-suited for any early stage venture as well as a strong background in large companies like Microsoft. I'd highly recommend him to anyone looking to accelerate their growth." *April 9, 2007*

*Dave Lefkow,
Currently Co-founder, J&D Enterprises*

"Neil is an incredible asset. He attacks any type of problem with tenacity and persistence -- until solved. I very much enjoyed working with him." *April 17, 2007*

*Jonathan Weinstein
Currently Senior Director of Ventures, Unitus*

"Neil is a great product manager and business analyst who approaches all projects with results in mind. I would trust him with any business problem and strongly value his opinion about managing IT work, in particular." *February 25, 2008*

*Adam Rynd
Manager, Microsoft Marketing*

"Neil is one of the brightest, most entrepreneurial colleagues I have ever worked with. The root of this is his strong passion to push for constant improvement and take things to the next level. Neil is also a strong collaborator who often serves as the glue between sales, service, marketing and our engineering teams. He would make an excellent leader in any product development organization." *April 12, 2007*

*Kirk Johnson
Currently Director Consulting Services, Hitachi Consulting*

"Neil Crist is one of the best product management leaders I've ever had the privilege of working with. In my thirteen years of working with enterprise applications, I have never worked with a product manager who was more attuned to market needs and how to translate those needs into a highly sellable offering. Neil is always first to step up and make things happen even when the need may fall outside his specific jurisdiction. I really appreciated the way that Neil supported the sales organization at Jobster, and hope to have the opportunity to work with him again." *January 5, 2007*

*Brad Kendall
SVP Global Sales, Jobster Inc.*