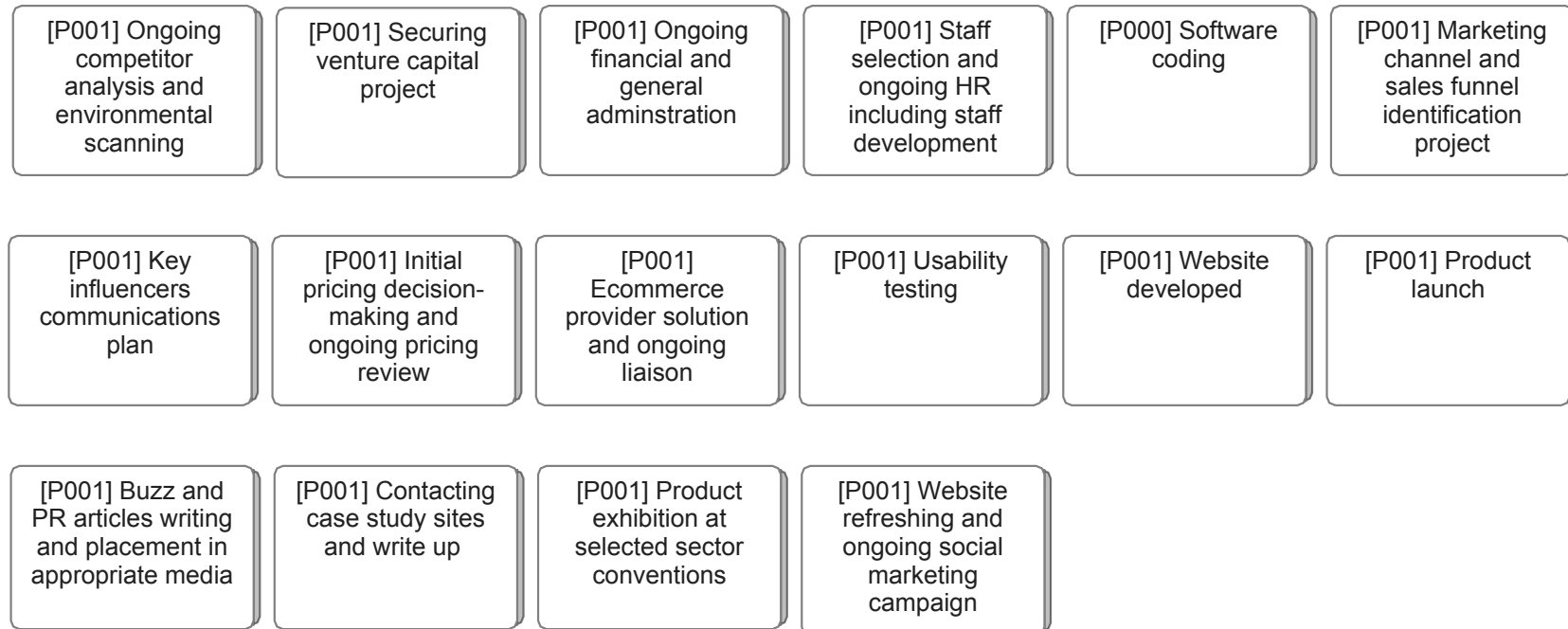
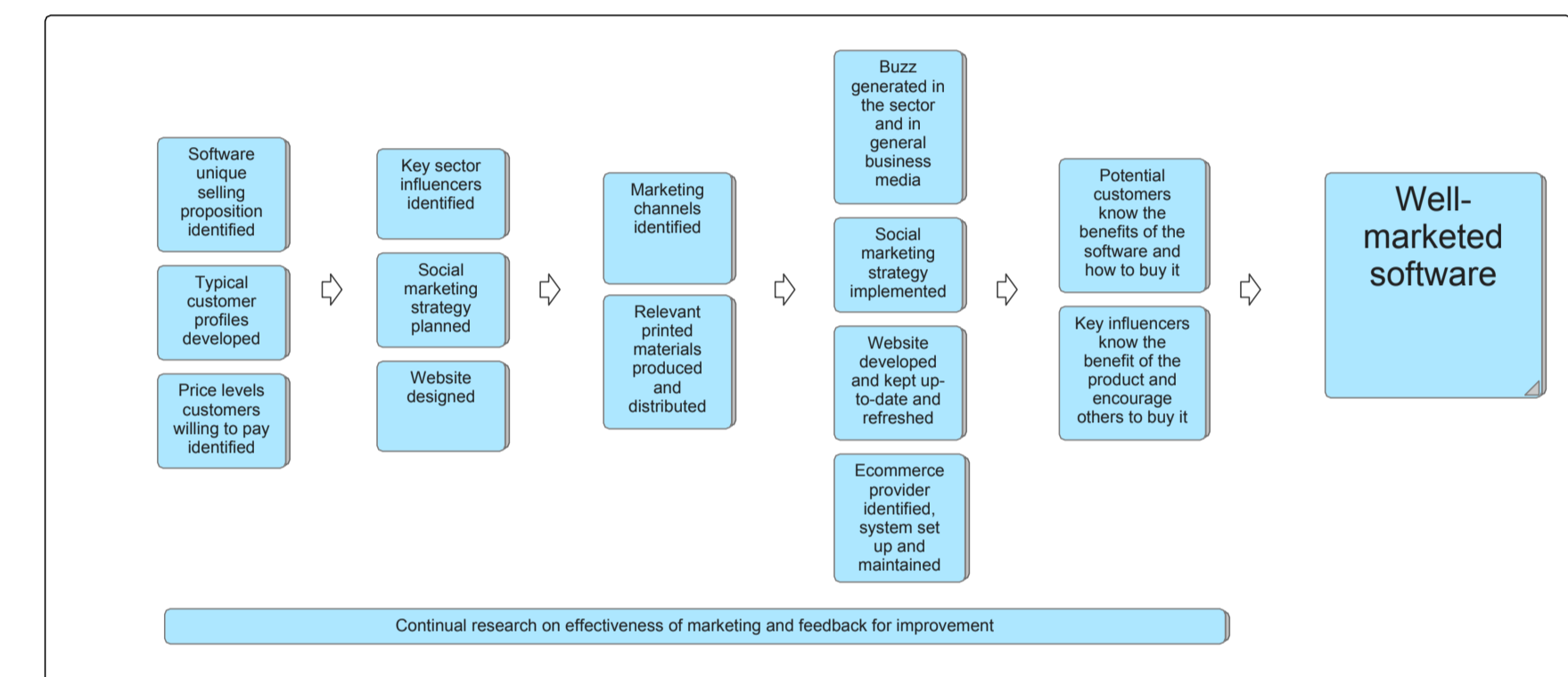
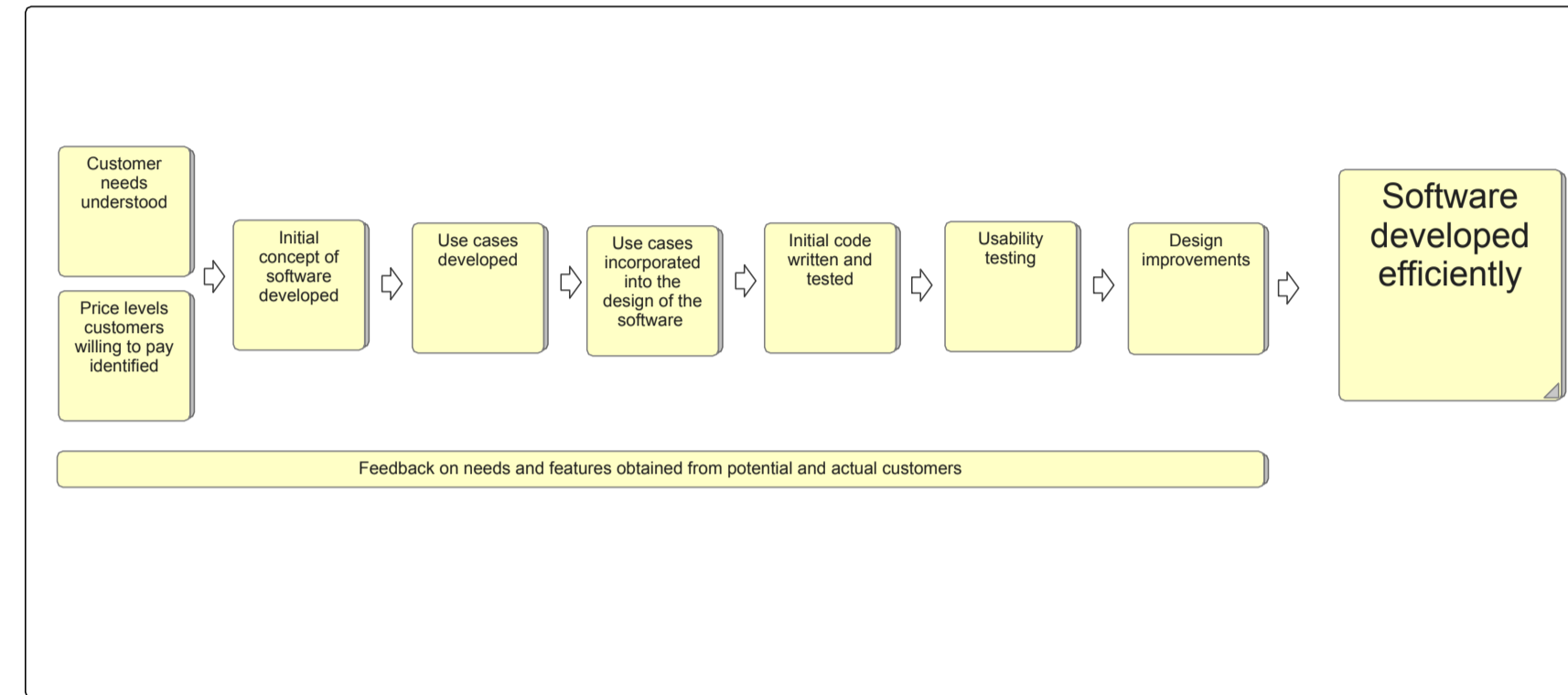
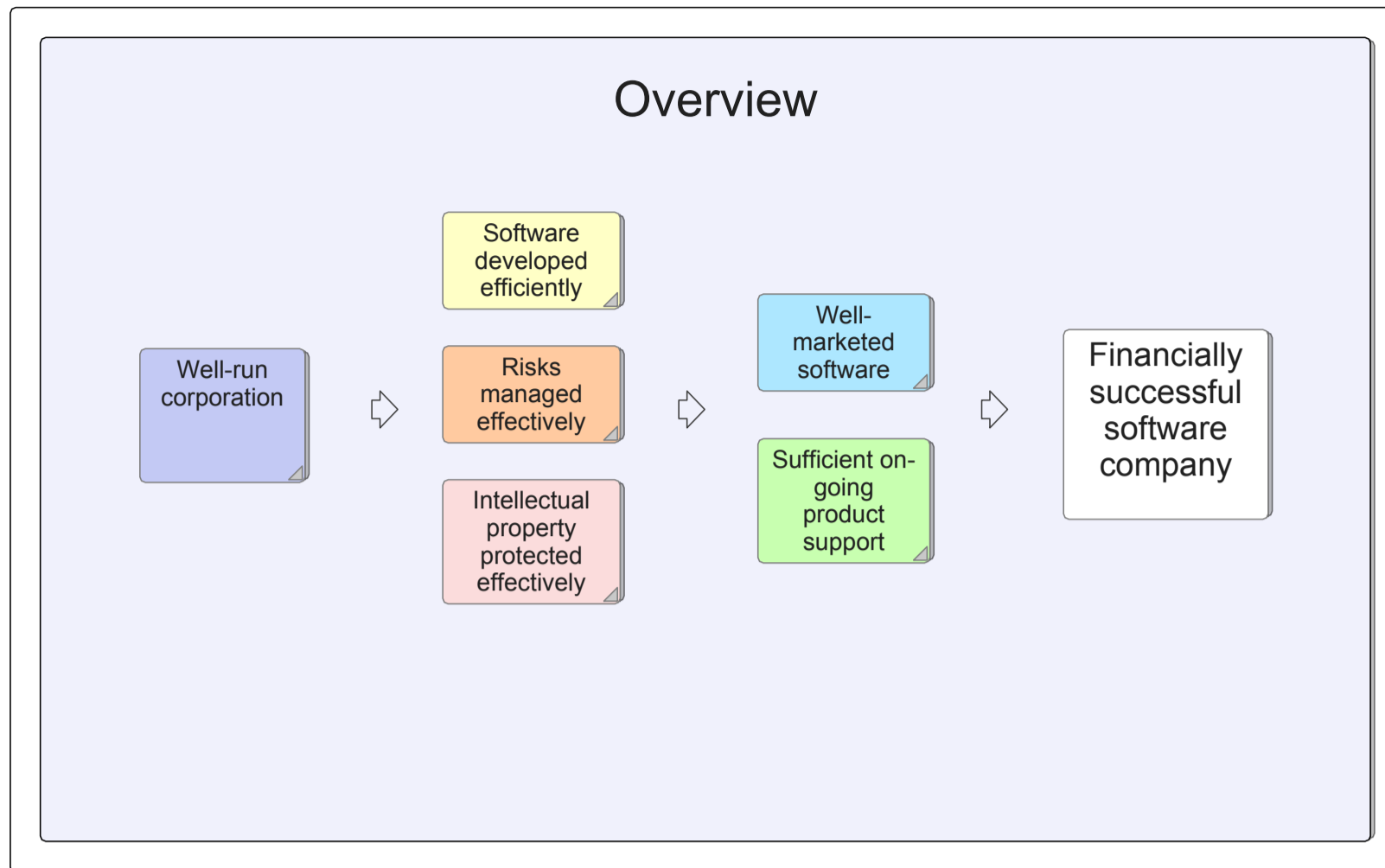




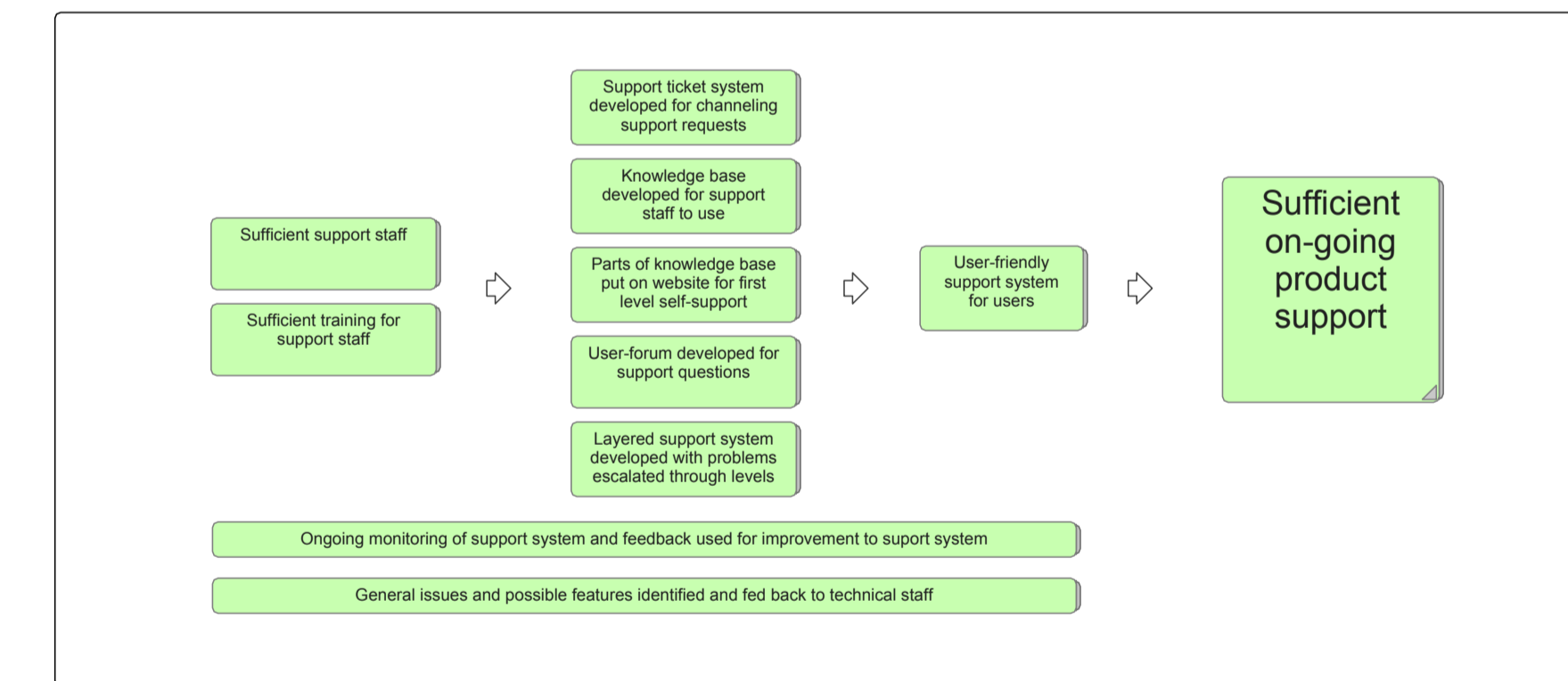
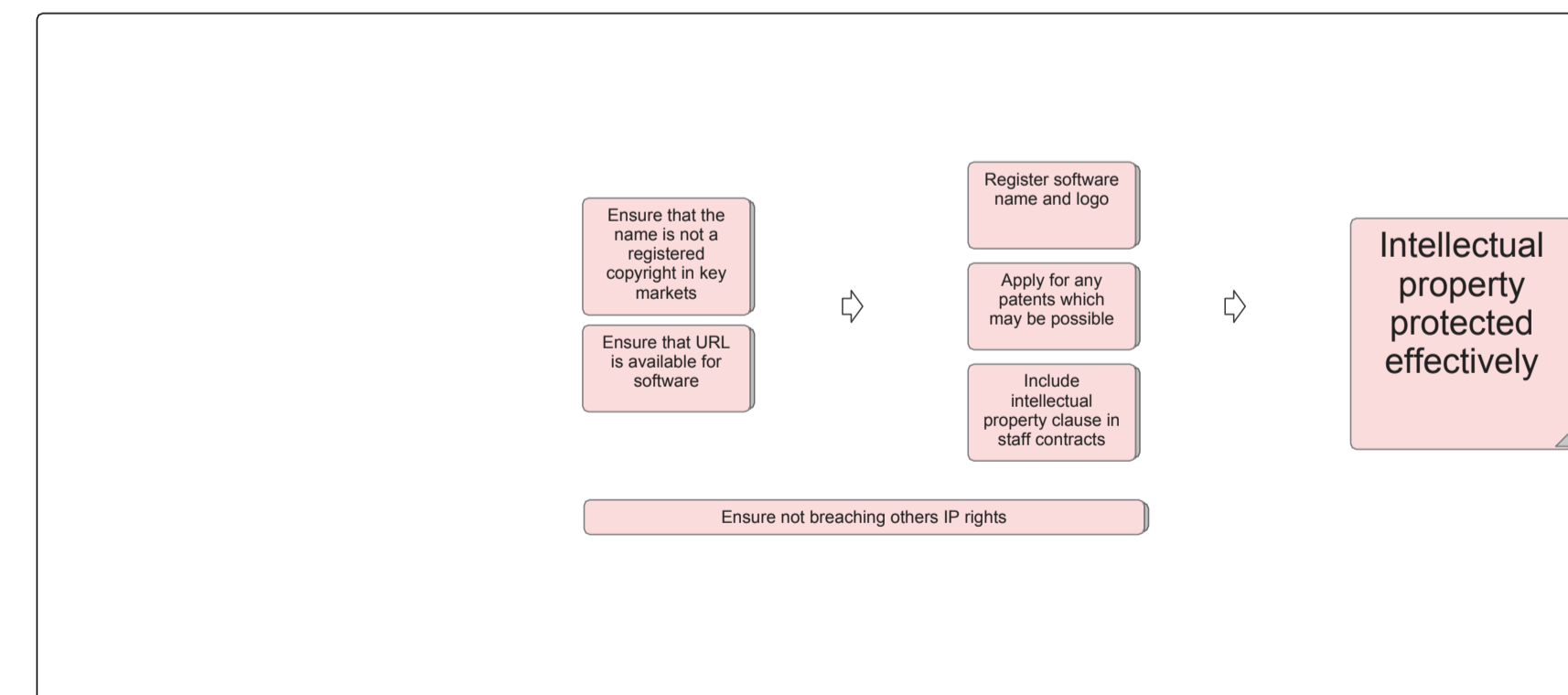
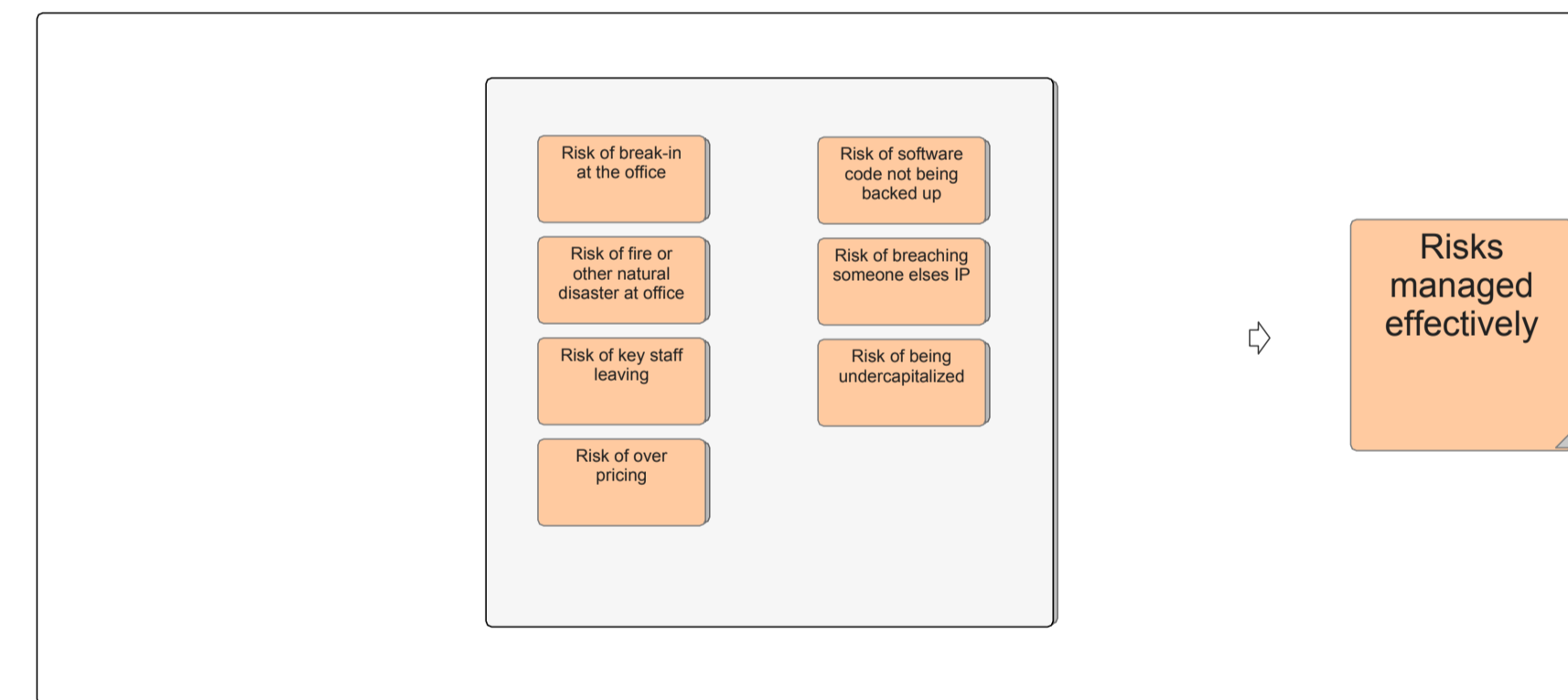
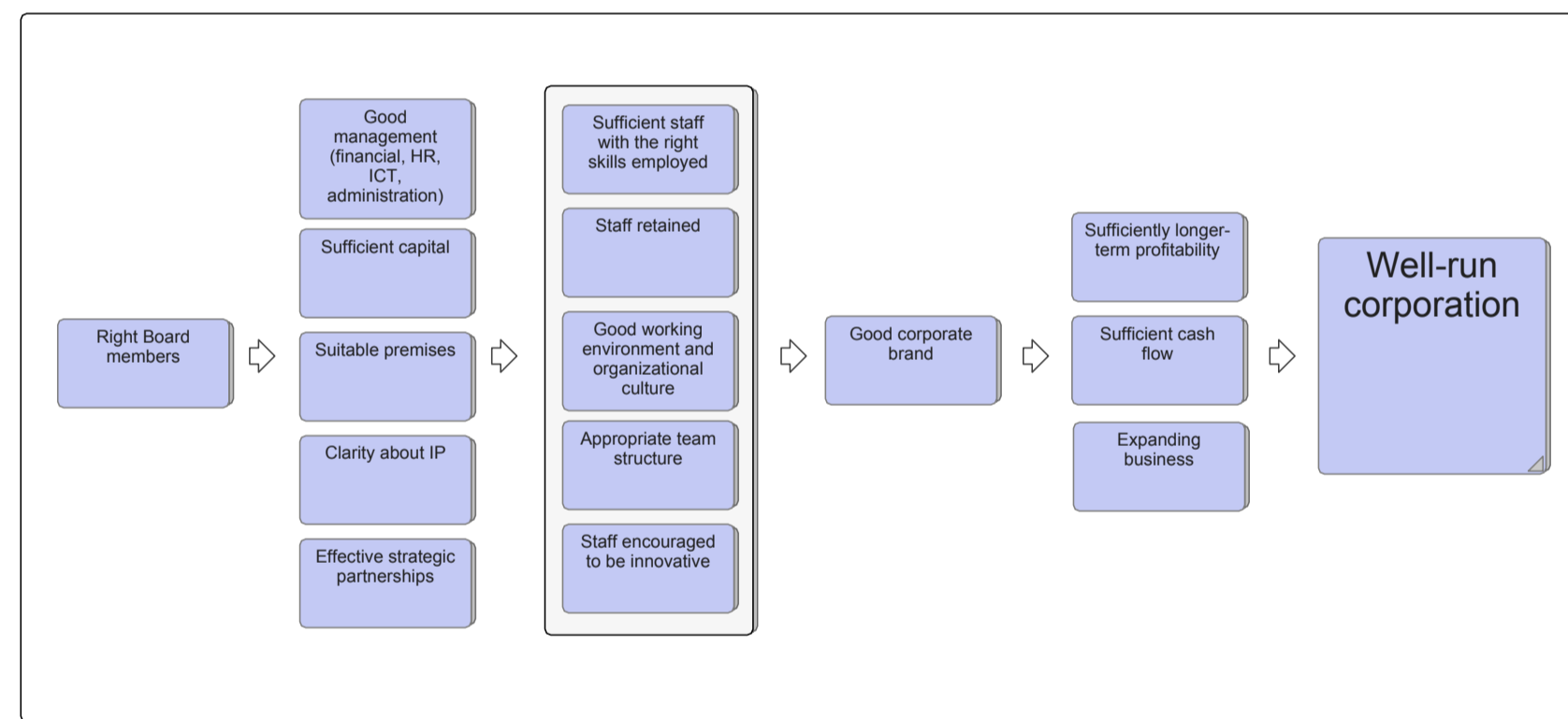
Projects/Activity



Software Company DoView® Visual Strategic Plan

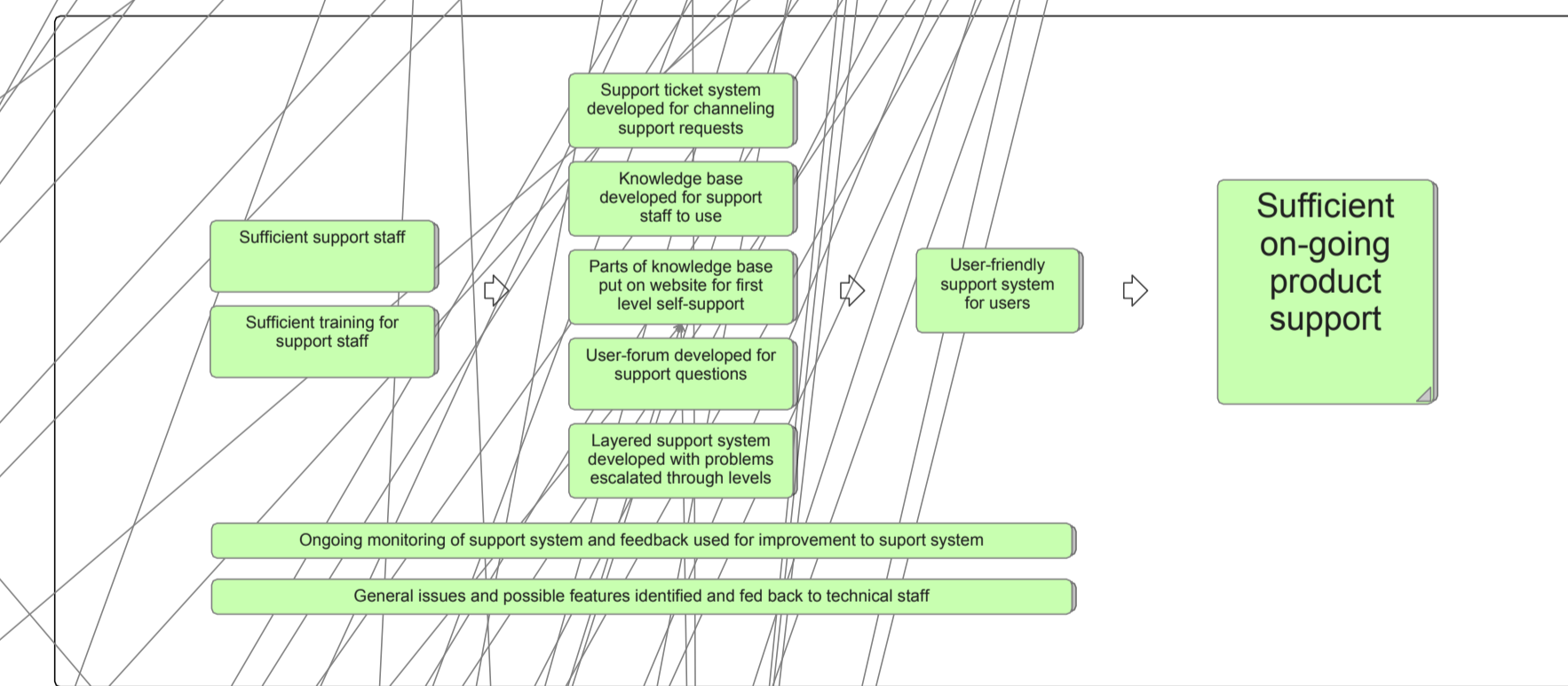
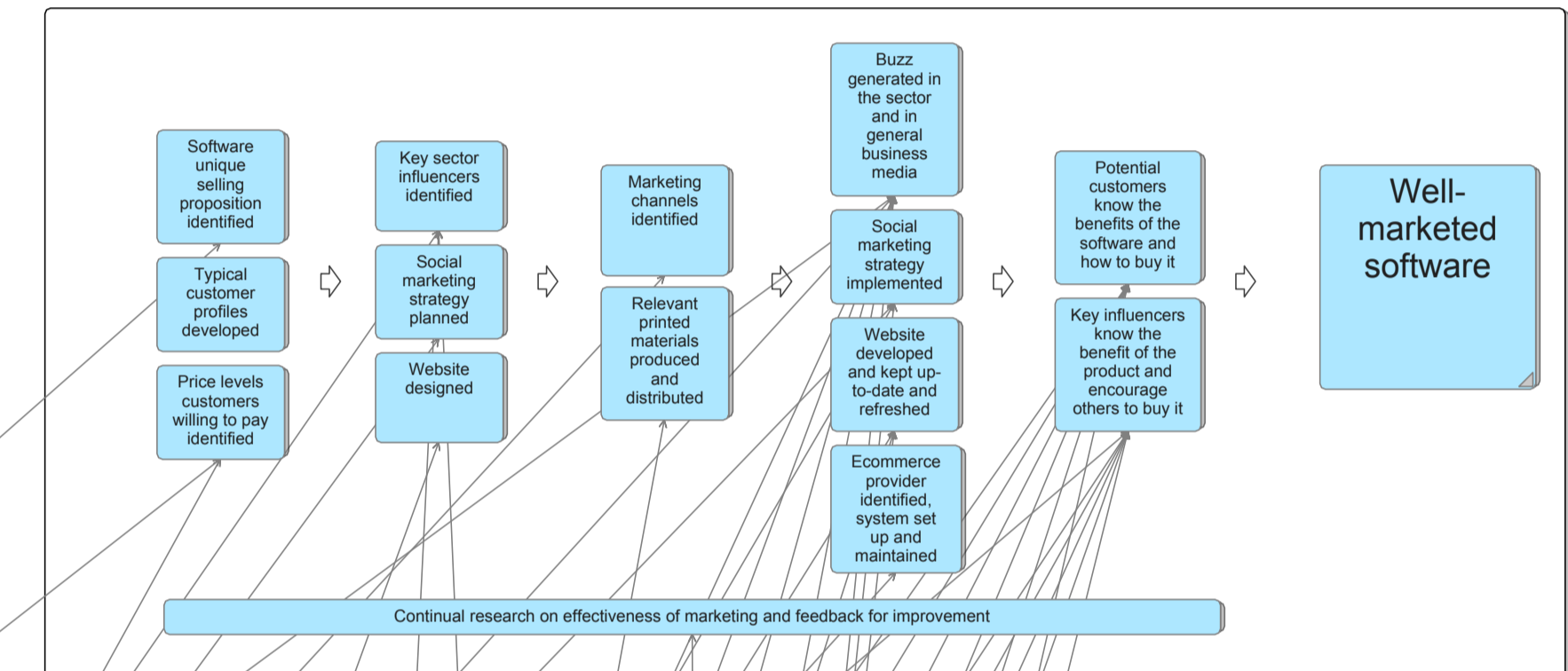
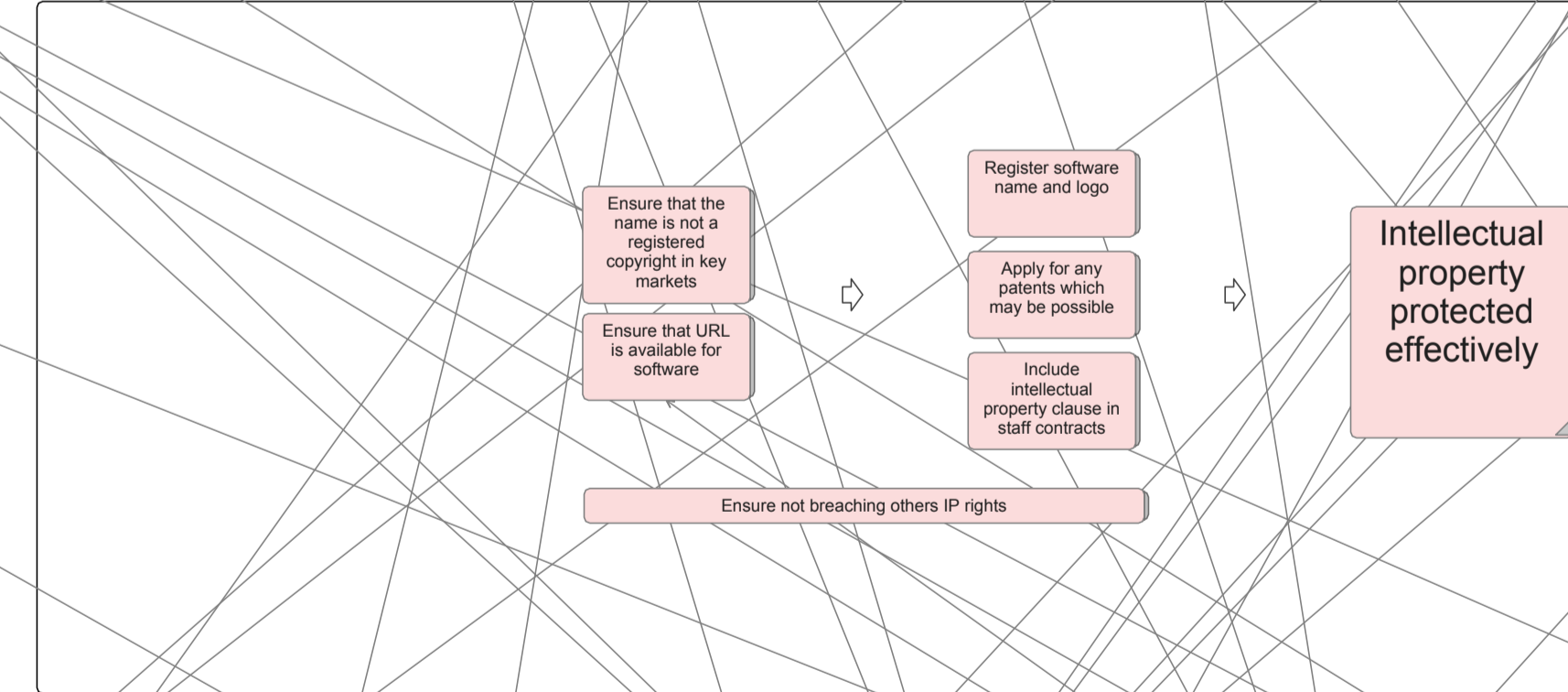
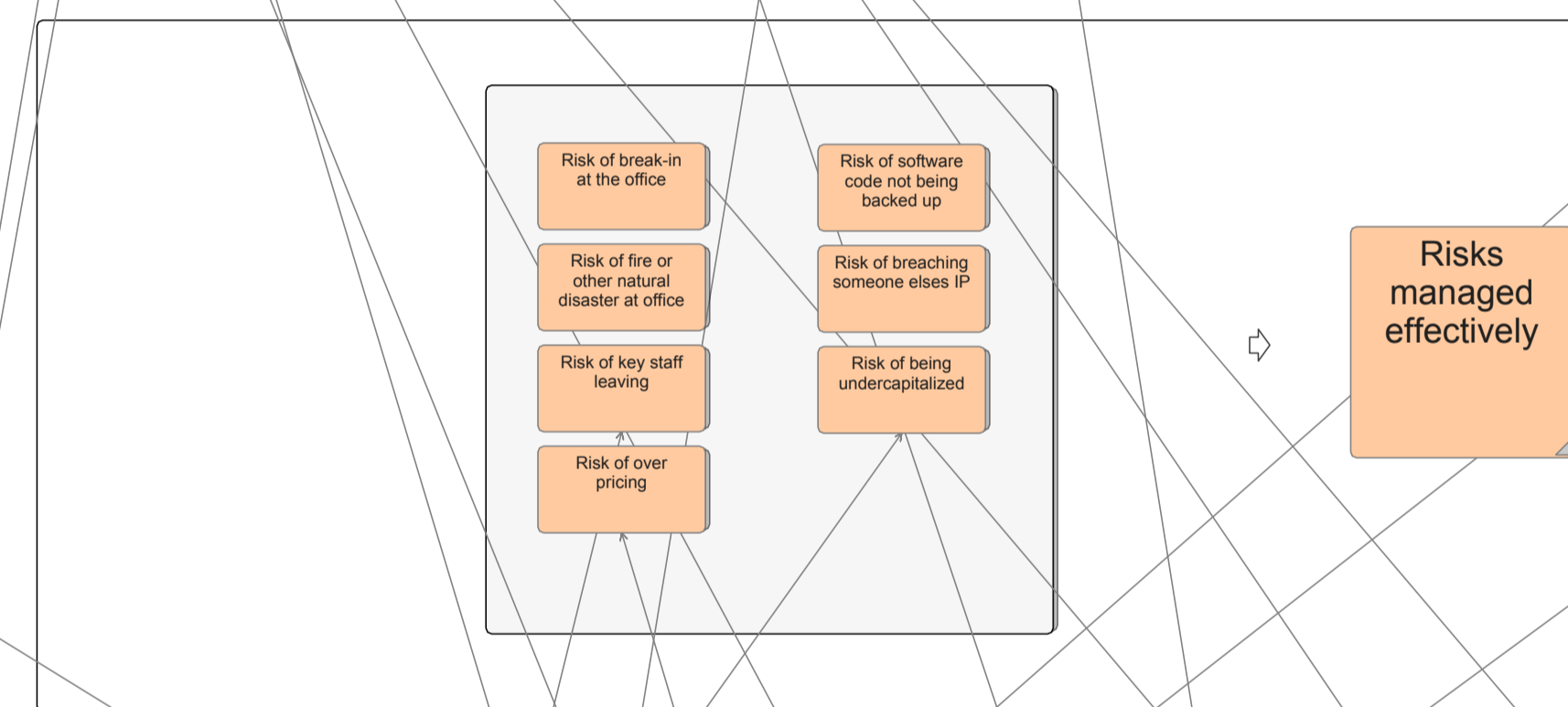
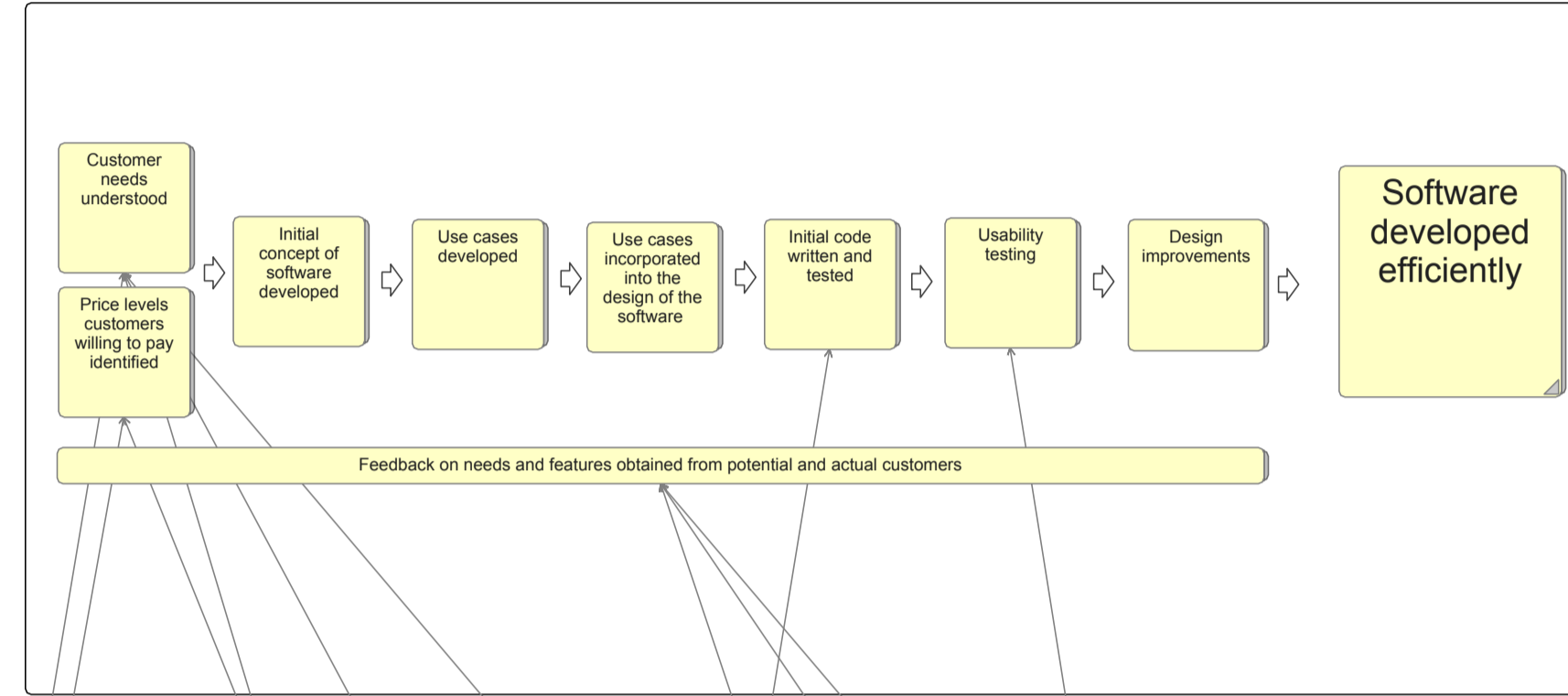
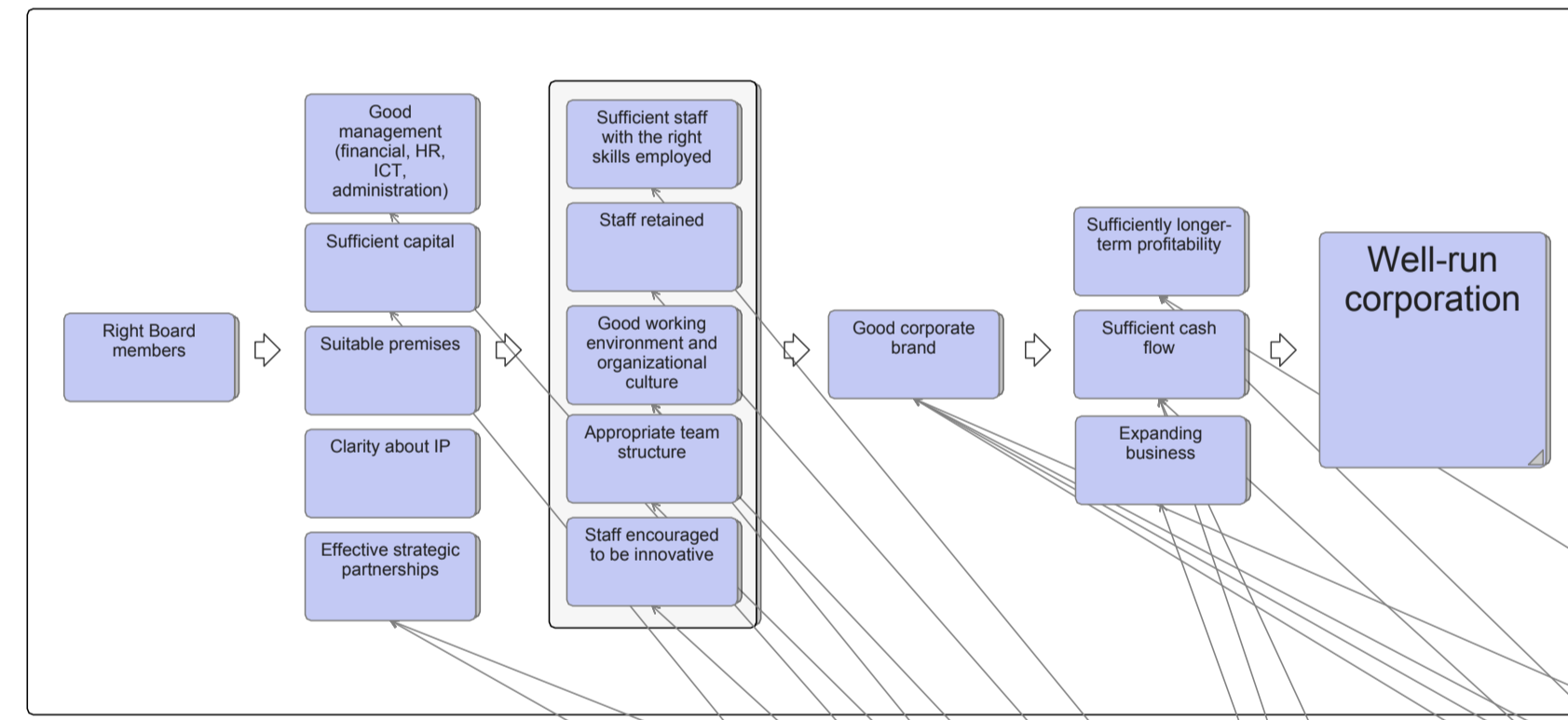
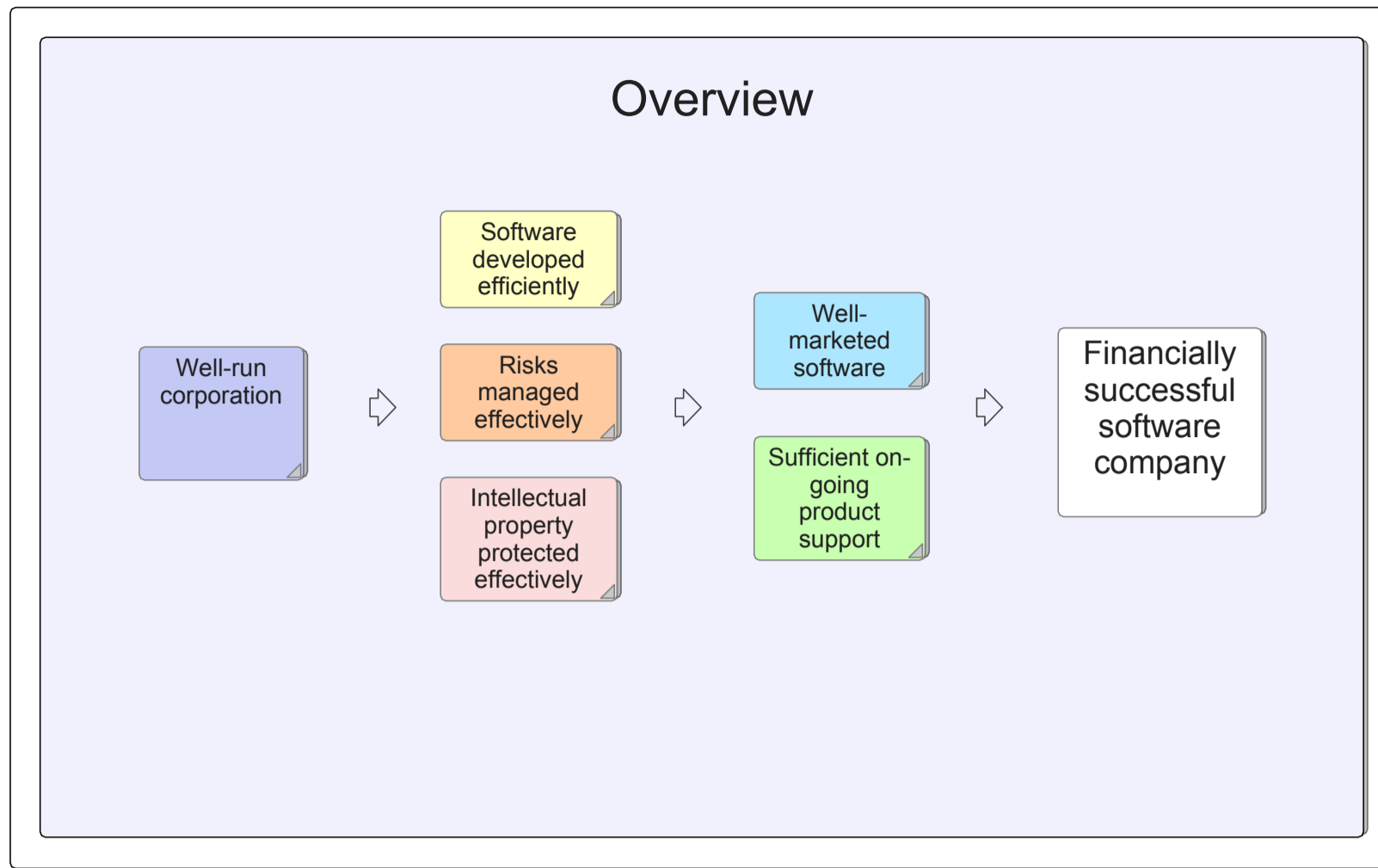


Financially successful software company



Software Company DoView® Visual Strategic Plan

Showing line-of-sight focus of projects on priorities



Financially successful software company

Projects/Activities

- [P001] Ongoing competitor analysis and environmental scanning
- [P001] Securing venture capital project
- [P001] Ongoing financial and general administration
- [P001] Staff selection and ongoing HR including staff development
- [P000] Software coding
- [P001] Marketing channel and sales funnel identification project
- [P001] Key influencers communications plan
- [P001] Initial pricing decision-making and ongoing pricing review
- [P001] Ecommerce provider solution and ongoing liaison
- [P001] Usability testing
- [P001] Website developed
- [P001] Product launch
- [P001] Buzz and PR articles writing and placement in appropriate media
- [P001] Contacting case study sites and write up
- [P001] Product exhibition at selected sector conventions
- [P001] Website refreshing and ongoing social marketing campaign