









The GSSI Value Proposition

Who are we? What do we bring to the Table? Who else is at the Table?

What is our vision?
What is our corporate culture?
Is this within our Strategic Plan?

TABLE

Who is the customer?
Where are the pain origins?
Who/What else is in the marketplace?
What type of investment is required?
Is this within our Strategic Plan?
Are there key selling influencers?
What is the channel to market?
What are the barriers to market?

Partners

Who do we need to partner with?
What is their vision?
What is their corporate culture?
Are our Strategic Plans aligned?
Do we complement or duplicate
strengths? Are we relevant?
Is there market exclusivity?