



CONSULTING SERVICES

BUSINESS STRATEGY CONSULTING

Full-service management consulting solutions and development oversight for organizations of all sizes.

- » Corporate Strategy and Business Model Counseling
- » Business Development
- » Strategic Planning and Roadmaps
- » Product Acquisitions
- » IP Portfolio Management
- » Operations Review and Guidance
- » Communications Strategy, Planning and Implementation

MARKET RESEARCH AND CONSUMER INSIGHTS

Detailed sales forecasting and competitive analysis services provide an in-depth look at any vertical.

- » Go-to-Market Strategy
- » Concept Testing and Focus Groups
- » Sales Forecasting and Projections
- » "What If" Scenarios

EXPERT WITNESS SERVICES

Leading industry experts and veteran expert witnesses available to assist with legal matters of any scope.

- » Market Analysis
- » Design and Development (Technology, Software, Video Games)
- » Patent and Trademark Infringement
- » Hardware/Software Testing and Evaluation
- » Intellectual Property (IP) Disputes

MEDIA TRAINING

Public speaking and media coaching services that maximize interviews and presentations via tailored strategic message development and communications training.

- » Interviews and Presentations
- » Message Development
- » Corporate Communications
- » Speechwriting

MOCK REVIEWS AND PREDICTIVE SCORING

Our acclaimed PREPLAY™ services provide the full spectrum of competitive analysis, including critical review score forecasting, SWOT analysis and marketing insight from top industry experts.

- » Top Industry Critics
- » Diverse Focus Groups (Enthusiast, Consumer, Print/Online/TV)
- » Actionable Feedback
 - » Product Design
 - » Advertising and Marketing
 - » Positioning and Pricing
 - » USPs and Demo Selection

MARKETING, PR AND PRODUCT COUNSELING

Tailored advertising and business solutions that chart a course every step of the way from feature sets and pricing to customer acquisition and retention.

- » Advertising and Brand Positioning
- » Social Media Strategies and Solutions
- » Marketing and Public Relations (PR)
- » Media Relations and Strategies
- » Message Development
- » Event Planning and Publicity
- » Press Release and Press Kit Creation/Distribution
- » Pitches and Presentations
- » Package Design and Point-of-Purchase (POP)
- » Reviewer's Guides, Instruction Manuals and Sell Sheets
- » Web Design

EDITORIAL, VIDEO AND CREATIVE SERVICES

Custom publishing and video production services from the biggest names in the business.

- » Copywriting
- » Video and B-Roll Production
- » Custom Publications: Magazines, Websites, Microsites, etc.
- » Product Demos, Developer Diaries and Event Coverage
- » Live Video and Event Streaming
- » Electronic Press Kits (EPKs) and Online Pressrooms

“An expert voice for the video game industry that executives and organizations of all experience levels would do well to heed.”

Trip Hawkins, Founder, Electronic Arts and Digital Chocolate

“Getting an impartial and accurate understanding of critical feedback on a game prior to launch is worth its weight in gold. TechSavvy has proven invaluable in providing that advantage for our most important titles.”

Randy Pitchford, President, Gearbox Software

“I’d probably still be doing Atari and Chuck E. Cheese’s if I’d had someone like Scott Steinberg to help me in those projects.”

Nolan Bushnell, Founder, Atari

“Crucial extensions of our product acquisitions and marketing team... Via their broad experience and rapid response times, we’ve successfully negotiated extremely beneficial deals. Their feedback to improve games we’ve published has been universally appreciated by developers and distributors alike.”

Mario Kroll, Dir. Business Development and Publishing, Kalypso Media USA

“If you really want to know about business, you should refer to Scott Steinberg.”

Sir Richard Branson, Founder, Virgin Group

“A leading authority on the technology and video game industries that’s helped our state, government and local businesses establish themselves as top players in the high-tech field.”

Kristina Hudson, Director, Washington Interactive Network

“Whether plotting business and pricing strategy, establishing operating models that allow for strategic cost reduction or creating roadmaps for planning and growth, start-ups and investors alike will find that TechSavvy comes highly recommended.”

Krating Poonpol, CEO and Founder, Mobilitz

“You’re not talking business if you’re not talking to Scott Steinberg.”

Strauss Zelnick, Chairman, Take Two Interactive

WHERE WE'VE BEEN SEEN:





SCOTT STEINBERG - Hailed as a top game industry authority by dozens of outlets from the Associated Press to *USA Today* and NPR, over one billion people have tapped leading analyst Scott Steinberg for insight into today's hottest video games and trends. A product acquisitions executive for Atari, CDV and DreamCatcher who's brought hit titles to market the world over, he is a frequent on-air analyst for ABC, CBS, NBC, FOX and CNN. From Delta to Clear Channel and MTV, he's helped many of world's largest companies and brands to create and launch cutting-edge products and services. The go-to expert of choice for 400+ publications from *The New York Times* to *Playboy* and *Rolling Stone*, Steinberg is also the author of *Video Game Marketing and PR* and host of industry video series *Game Theory*. He's a frequent public speaker at events like the Game Developers Conference, CEA Line Show and Festival of Games.

MARTIN KORDA - BAFTA winner Martin Korda has built a formidable reputation throughout the games industry, having consulted for many of the world's top development and publishing outfits, including Electronic Arts, Sierra, Sega, Ubisoft, Atari, Activision, Eidos, Lionhead Studios and Valve Software. For close to a decade, the former *PC Zone* senior reviews editor has been one of Europe's most widely published critics, with his extensive writing credits including *The Guardian*, IGN.com, GamesIndustry.Biz, *PC Zone*, *Official Xbox Magazine*, *Stuff* and *Computer Shopper*. In 2005, he was lead scriptwriter on Peter Molyneux's BAFTA winning game *The Movies* and part of the writing team behind international bestseller *Black & White 2*.



BJORN LARSSON - A 13-year game industry veteran and the CEO of popular digital, PC and console game developer/publisher Legendo Entertainment, Bjorn Larsson has brought over a dozen top games and apps to market worldwide on virtually all major gaming systems. Highlights include #1 bestselling WiiWare title *Pearl Harbor Trilogy* and the critically-acclaimed *The Three Musketeers*, which have sold tens of thousands of copies and been licensed in dozens of territories and languages. Also the founder of indie game developer Iridon Interactive, responsible for celebrated releases such as *Wanted Guns* and *Pure Pinball*, he's handled development, publishing, sales, licensing and distribution duties for games on every platform from the iPhone to tablet PCs.



YEAR FOUNDED

2008

MARKET CAP

\$13.1 B

DAY 1 BLACK OPS SALES

7 M+

SITUATION: One of the world's largest publishers of PC and video games' key subsidiaries required design feedback, predictive scoring and branding insight for several key properties. Detailed, actionable feedback concerning prospective critical reception and product positioning was requested for these titles, which included both original and licensed intellectual property (IP) based on some of entertainment's biggest brands.

SOLUTION: TechSavvy internals conducted a series of software testing and insider focus group panels to determine products' potential market performance and optimum branding solutions. In addition to detailed product evaluations, principals also identified titles' unique sales points, preferred messaging and the optimal way to demonstrate these products to media and consumers to communicate core value propositions.

RESULT: Million-plus sales and critically-acclaimed launches for core and consumer titles, with products enjoying thriving debuts on PC and console platforms, as well as marketing and public relations (PR) campaigns whose results were optimized based on direct project feedback.

SITUATION: Gaming's most storied brand needed to reinvent itself and its iconic properties for today's generation, transitioning itself away from single-player boxed retail product to online games, massively multiplayer (MMO) titles, digital downloads and downloadable content (DLC).

SOLUTION: Over the course of several years, TechSavvy's experts provided services ranging from custom market research and SWOT analysis to mock reviews and design feedback for the company's biggest and best-known brands. Acting as a direct advisor to development, production and executive management, the team also served as an external member of the product acquisitions team.

RESULT: Having weathered a complete top-to-bottom corporate transformation that lasted several years, Atari has successfully transitioned to new products and platforms, and kept its name relevant to an entirely new generation of gamers. Plans to roll out a number of new series reinventions and reboots are underway, including original properties and franchise updates for PlayStation Network and Xbox Live Arcade.



YEAR FOUNDED

1972

2010/2011 REVENUE

\$57 M

ONLINE SALES GROWTH

493%



YEAR FOUNDED

2000

TITLES PUBLISHED

58

HAPPY CUSTOMERS

3 M+

SITUATION: North American arm of publicly-traded German software development and publishing operation needed to make inroads into retail PC and console market, but lacked developer relationships and titles to add to its portfolio.

SOLUTION: TechSavvy principals, acting as a functioning member of the executive team, scoured the globe for new titles to publish and strategic development partners. Beyond providing full SWOT analysis, vetting prospective talent and assisting with the acquisitions process, TechSavvy also provided detailed situational analysis, design feedback and branding insight for CDV's complete IP portfolio.

RESULT: Publishing rights to numerous successful titles including Sacred 2: Fallen Angel, Attack on Pearl Harbor and Sudden Strike 3: Arms for Victory were secured on PC, PlayStation 3 and Xbox 360 platforms, including digital downloads. CDV Software Entertainment USA enjoyed winning returns and critical acclaim, established key development relationships and operated as a profitable subsidiary during a turbulent time in its parent company's history.