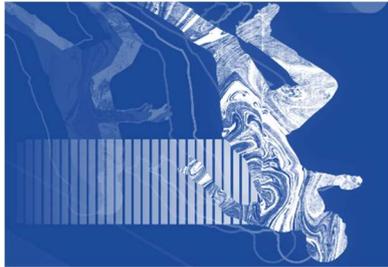


6yz

Sport tech media



October 2019

A go-to-market strategy providing a deep understanding of market needs and behaviours.

Commercial excellence, putting the right proposition in front of customers at the right price and time

About 6yz- GTM

- Pragmatic go-to-market recommendations that are rooted in a **deep understanding of sports, tech and media.**
- We provide access to examples of 'best practise' at some of the world's leading media, tech companies, administrators and federations.
- Functional expertise in areas such as **strategy, sales, marketing, pricing and product management.**

What We Offer

- **Go-to-Market Excellence:** Build a detailed analysis of a market opportunity and strategy—and communicate and equip approaches to delivering competitive advantage
- **Commercial Acceleration:** Behavioural and operational tools that produce superior performance, and inspire adoption amongst commercial staff to drive sustainable profits
- **Comp & Benefits** Diagnose compensation-related issues, and benchmark compensation plan.
- **Intellectual Property Leverage:** Integrated suite from idea to commercialisation using an elementary value framework to value creation.
- **Value Creation** : Set an optimal pricing strategy

Value creation

Generate 9%-25% EBITDA growth