

New Business Development Services



Surviving in Today's Business Climate

Today's fast paced business environment necessitates that companies continually look at ways to reinvent themselves. This includes identifying adjacent and net new markets capable of spawning new sources of revenue and profit. While this is standard operating practice for startups it is not always the norm for more established organizations who have experienced prior market success.

About 50% of the S&P 500 will be replaced over the next 10 years.
-Based upon Innosight forecasted churn rate



The recent history of S&P 500 companies provides us with an interesting window into today's challenge and the growing need to develop new businesses.

According to a recent study by the consulting firm Innosight:

- In 1965, the average tenure of companies on the S&P 500 was 33 years. By 1990, it was 20 years. It's forecast to shrink to 14 years by 2026.
- About 50 percent of the S&P 500 will be replaced over the next 10 years, if Innosight's forecasted churn rate holds.

Overcoming the Business Development Challenge

Entering new markets and developing new businesses is a daunting task for most organizations. And with the pace of business shifting into overdrive, expecting existing personnel to take on such responsibility is often not an option.

This is where Dendog Strategy Insights™ excels.

Taking advantage of our 30 years of experience in building net new businesses, Dendog Strategy Insights brings a proven approach to new business development complete with a formalized process methodology consisting of key decision-making checkpoints.

With our guidance and effective client execution, our customers are positioned for the greatest potential success while gaining a clear understanding of the actions and effort needed to take new business from startup to scale.



A Proven Methodology

Dendog Strategy Insights employs a proven methodology and set of support tools capable of guiding our clients through the actions and decision-making checkpoints essential when considering new business ventures.

Our process focuses on four key decision-making checkpoints, each providing key criteria for making go-no-go decisions ensuring that clients quickly eliminate ideas that don't make the grade while advancing those that do thereby minimizing investment risk and improving a new business venture's chance of success.

Rapid Go-To-Market

By employing a defined methodology, Dendog Strategy Insights is capable of taking an agile approach to new business development, enabling our clients to more rapidly move from idea to revenue, capturing a more rapid return on new business development and achieving the competitive advantage associated with time to market.

The Culture of New Business Development

In today's business climate, new business development is not only a nice skill to possess it is critical. With advances in technology impacting every industry; every business, long-term business success is often predicated on how effective companies become in re-inventing themselves.

In addition to supporting clients in their new business development initiatives we also engrain the skills, disciplines and tools needed for our clients to gain self-sufficiency, ultimately making new business development part of corporate culture.

New Business Development Outcomes

- Proven methodology for New Business Development
- More effective management of idea creation and new business investment process
- Agile approach to new business development improving time to market vs. traditional processes
- Integration of new business development processes and tools into corporate culture



Who is Dendog Strategy Insights?

Dendog Strategy Insights is a management consulting firm focused on strategic planning, new business development and go to market execution.

With nearly 30 years of technology marketing, sales, product planning, software engineering, professional services and technical support experience, we have the skills and track record of success required to help any client implement strategies that yield success.

Dendog Strategy Insights focuses on management consulting services including:

- Strategic Business Planning and Execution
- New Business Development
- Content Creation and Marketing Automation
- Technology Sourcing Support & Management