

# Startup Venture Coalesces Around Enlightened Vision

## Client Problem

WillowTree Advisors was engaged to identify, define, and develop a new set of service offerings for a joint venture between three successful information technology companies. Because their expertise lay in separate yet complementary markets, the client struggled with disparate viewpoints and lacked a clear vision.

## WTA Solution

WTA facilitated collaboration between a team of stakeholders, helping them conceptualize several potential service delivery models.

Following a disciplined, facilitated approach, WTA helped the cross-functional team identify and define current capabilities and target customers, leveraging WTA's templates and deep professional experience in the service areas considered. The team then identified and defined services, service delivery options, marketing and sales approaches, pricing methodologies, and the pros and cons associated with each model.

A modeling workshop allowed feedback on potential offerings and helped the team unite around their new vision. Deliverables included IT Service Catalogs, Roadmaps (for future services), Use Cases (to demonstrate the client's value-add), and Statements of Work (roles, responsibilities, and definitions).

## Successful Outcome

Forced outside their comfort zones, the client saw the joint venture in a new, clearer light. Working with WTA helped them understand the complexity, depth, and breadth behind delivering services, leading them to fully informed, enlightened decisions going forward.



Cross-functional team members met weekly to discuss the new offerings and consolidate the vision.

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*"I didn't think at my age I could be shocked, but WillowTree Advisors has shocked me out of my paradigm."*

Chief Operating Officer

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