



# BC Agrifood and Seafood Market Development Program

## Market Development Planning Services Pre-Qualified Consultant Description

### CONTACT INFORMATION

<b>Name of Organization</b>	Cambium Leadership Inc.
<b>Website</b>	<a href="http://www.cambiumleadership.ca">www.cambiumleadership.ca</a> , <a href="https://www.linkedin.com/in/hdwalker/">www.linkedin.com/in/hdwalker/</a>
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### DESCRIPTION OF SERVICES PROVIDED

<b>Description of Organization</b>	Cambium Leadership is a Sidney-based management consultancy that helps owners improve business performance through strategies, tools, and coaching that are consistent with their goals.
<b>Primary Target Clients</b>	Target clients are privately held small and medium businesses including food growers, processors, distributors, and sellers. Also included are developers and suppliers of related equipment and systems.
<b>Areas of Expertise Related to Market Development Planning Services</b>	Services include all components of market development planning, including understanding current internal business needs and capabilities, product definition, competitive analysis, planning goals and objectives, market segmentation, SWOT analysis, brand positioning, strategy design, action planning, budgeting and financial projections, implementation, and follow up.
<b>Number of Years Providing Market Development Planning Services in B.C.</b>	Market development planning services have been provided in BC for 8+ years (since 2013).

<b>PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR</b>	
<i>EXAMPLE 1</i>	
<b>Project Title</b>	Go-to-Market Strategy for Industrial Hemp Equipment
<b>Client Type</b>	Developer of crop harvesting and processing equipment
<b>Type of Market Development Planning Report Developed</b>	Worldwide competitive analysis of market opportunities, financial projections, investor and customer pitches
<b>Scope of Market Development Planning Services Provided</b>	Market opportunities were researched and recommendations provided on bringing the two products to market. Advice was provided for developing relationships with growers, other equipment manufacturers, and investors. Detailed financial models and pitches for investors and customers were developed.
<i>EXAMPLE 2</i>	
<b>Project Title</b>	Seafood Traceability System Marketing Strategy
<b>Client Type</b>	Traceability system (hardware and software) developer and vendor
<b>Type of Market Development Planning Report Developed</b>	Worldwide competitive position of client, financial projections, pricing models, company structure and operations
<b>Scope of Market Development Planning Services Provided</b>	This project updated and extended the client's competitive analysis, with a focus on competitors, market size, and pricing strategies. Detailed financial projections associated with alternative pricing models were developed. Recommendations were provided on pricing, staffing, and support strategies.
<i>EXAMPLE 3</i>	
<b>Project Title</b>	Marketing Plan for a Food Dryer
<b>Client Type</b>	Processing equipment developer and food processor
<b>Type of Market Development Planning Report Developed</b>	Worldwide competitive position of client, go-to-market strategy, financial projections, pricing models, company structure, and operations
<b>Scope of Market Development Planning Services Provided</b>	This project updated the client's competitive analysis and pricing strategies. New value propositions, positioning statements, and market segmentations were developed. Discussions were held with potential customers, suppliers, and collaborators in continued product development. Detailed cash flow projections under alternative pricing models were developed and analyzed, with recommendations provided.
<i>EXAMPLE 4</i>	
<b>Project Title</b>	Investment and Marketing Partnership Framework
<b>Client Type</b>	Processing equipment developer and food processor
<b>Type of Market Development Planning Report Developed</b>	Alternative ownership and governance models, licensing and distribution systems, financial projections, pricing models, marketing and investor pitches
<b>Scope of Market Development Planning Services Provided</b>	This project developed and analyzed alternative models for bringing a new technology to market, in collaboration with new strategic investment partners. A licensing system and royalty framework were developed and presented to the partners. Multiple presentations were prepared for use with prospective licensees.
<i>EXAMPLE 5</i>	
<b>Project Title</b>	Go-to-Market Strategy for a Purified Water Dispenser

Please note: Content was provided by pre-qualified consultant

<b>Client Type</b>	Water dispenser equipment developer
<b>Type of Market Development Planning Report Developed</b>	Worldwide competitive analysis, alternative business models, pitch decks, and detailed financial projections
<b>Scope of Market Development Planning Services Provided</b>	This project developed a go-to-market strategy, including staffing, competitive analysis, pitch decks, and suggested business models for dealing with collaborating distributors and clients. Detailed financial projections of the business were developed, including substantial content on pricing and distribution costs under each business model.

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