

Vendor Briefing to Initiate Research Coverage

Process

Briefing Skylogic Research is free. Our research coverage initiation process is a cooperative effort which validates your company, products or services and customers. Here are the steps to work with Drone Analyst®:

1. Upon receipt of a request, we will respond within 48 hours to evaluate your request and schedule a meeting or request additional information.
2. If needed we will put a Mutual Non-Disclosure Agreement (MNDA) in place.
3. We would like a copy of your company and product presentation 48 hours in advance of the briefing as well as updates throughout the year.
4. When the briefing is complete and we agree to proceed based on the relevance of your company and offering to our research, then a customer and partner reference check will be completed.
5. Once the customer and partner reference check is completed, research initiation will begin.
6. If Vendor does not respond with required information and references within 90 days of initial contact we will drop our assessment.

Note: When the briefing process is complete we will decide if the briefing warrants a research note or blog to be written.

Required Information

To ensure we optimize the time spent by both your organization and ours, Drone Analyst asks you to complete the pre-briefing information below before we approve and schedule. In addition, to make the time we spend together productive, we must have an opportunity to review your presentation and other supporting material in advance.

If you want feedback or guidance on the market, your company, your products and/or services, marketing or sales activity that is a paid service we offer that can be added to the briefing. Details on our services can be found here: <http://droneanalyst.com/services/>.

Please note the information you provide will be treated as confidential, but if you require we will put a mutual non-disclosure agreement in place. Please submit the following completed information to: colin@droneanalyst.com.

Contact Information

- Contact for Scheduling Briefing (name/email/phone):
- Company:
- Your expected attendees and contact information (name/email/phone):
- Proposed Briefing Date and Time (please provide multiple options and include time zone):

Skylogic Research

Drone Analyst[®]

Purpose of Briefing

- Briefing Purpose or Goal: Briefly name and describe your products or services:
- What are the major new features and describe their benefits:
- What are the most important points on which you differentiate your offering?
- If applicable describe your product's GA ship dates (first version, latest version):

Market Served & Customers

- What market segment are targeting today by vertical, size and geography?
- Who are your target buyers and users (by functional role and title)?
- How many customers do you have (# companies)?
- Which are your leading customers? How big are their installations?

Please provide customer references for your offering's latest release and background information

- Reference 1:

- Reference 2:

Sample 30 Minute Agenda

1. Company Overview – Presentation – 5 Minutes
 - a. Top Executives/ Background
 - b. #/Employees / #/key Customers / #/key Partnerships
 - c. Marketing strategy/target market
2. Solutions / Products / Services Overview – Presentation – 10 minutes
 - a. History, version, latest version, # customers with latest release
 - b. Positioning/value proposition/benefits/ROI
 - c. New features/benefits in latest offering and claimed differentiation
 - d. Customer installs/references
3. Product / Service Demonstration – 10 Minutes
 - a. Feature overview – screenshots/live demo
4. Dialogue / Next Steps – 5 Minutes