Market Value System Level 1 Applications

Growing an Existing Business:

Level 1 of the Market Value System creates and evaluates a portfolio of opportunities to enable an existing business to increase its market share and profitability.

Creating "New-to-Company" Businesses:

Level 1 of the Market Value System identifies and evaluates a portfolio of opportunities to create a "new-to-company" business that could be based on the Company's technologies, skills, know-how, knowledge and Knowledge Blocks.

Competitive Intelligence:

Level 1 of the Market Value System might be a component of Kesting Ventures® Corp's ISUM Competitive Intelligence System that enables a company to decipher and evaluate competitors' product, manufacturing and marketing strategies.

Acquisitions and Mergers:

Level 1 of the Market Value System enables a company to evaluate a portfolio of opportunities arising from a planned and/or actual acquisition or merger. The objective is to identify businesses that have the potential to increase market share and profitability.

KVC Programs
www.kestingventures.com

Kesting Ventures® Corp. will promptly respond to requests for information and requests for proposals.

Market Value System Programs: KVC has a number of MVS Programs that use various levels of TMP Value, Economic Value and Influence to evaluate technology alternatives and/or players in specific markets.

ISUM Competitive Intelligence Programs: ISUM is a managerial accounting and engineering system that is capable of modeling manufacturing processes so thoroughly that plant managers and engineers can use the models to optimize their own plants. KVC has a number of ISUM Programs that address various competitive intelligence needs.

Extend® Programs are for existing business teams, who want to accelerate the growth and improve the profitability of their business. An Extend Program does everything that is required to develop a knowledge-based business blueprint for growth that has the business team's full commitment.

Start® Programs are for Companies who want to identify, develop and launch a "new-to-the-company" business. The "new-to-the-company" business must utilize the company's assets, skill sets, competencies, information and Knowledge Blocks but must not conflict

The Market Value System

level 1
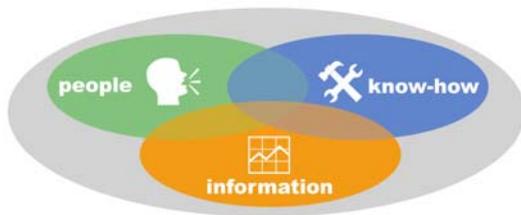
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The Market Value System
Level 1

Market Value is the metric that correlates with market share and profitability in a market value chain. The Market Value System creates all of the Knowledge Blocks required for a company to position itself as the Market Value Leader of a specific market.

MV = Properties + Economics + Influence

Properties = TechnoMarket Performance Value

Economics = Economic Value

Influence = Marketing Influence

TechnoMarket Performance (TMP) Value

TechnoMarket combines technology and market performance.

TMP Value is a Knowledge Block that links all of a product's properties together and correlates them with functional value for the product's use in a specific application. TMP Value is the product. This is what the customer purchases and not the specific widget that embodies the properties.

TMP Value enables competitive products to be compared in great detail and matched with optimum property profiles that meet the long term needs of specific markets.

Economic Value is a Knowledge Block that includes everything required to support a product cost - to- market goal ratio. These ratios are very important because they can enable a business to match price with market value to ensure that the business controls its own profitability.

Influence is a Knowledge Block that describes the marketing hurdle that every player in a market value chain must overcome.

Influence is like a brick wall in front of a customer that must be scaled before a supplier can do business with that customer. Most players can overcome the Influence hurdle sufficiently to be able to conduct business in a market value chain. But Market Leaders generally know how to gain an Influence advantage over their competitors.

Knowledge Blocks contain:

- Sorted and structured background information

- Glossaries that contain complete definitions of all variables (performance, economics, influence)

- Multi-sheet Excel files that are capable of analyzing all variables. TechnoMarket Performance (TMP) files typically contain 70 or more variables. ISUM cost models typically contain more than 1,000 data points.

- Workbooks that explain how to populate the multi-sheet Excel files.

- Use instructions to teach how the Excel files can be used to solve complex technology, market and business puzzles.

- Experiential modeling sessions with expert panels that typically have >200 years combined professional experience.

Level 1 of the Market Value System provides an outline of the three Knowledge Blocks to facilitate the evaluation of a large number of projects for market gaps, competitive positions and overall opportunity attractiveness.

Market Value System
Level 1 Benefits

Level 1 of the Market Value System enables a company to evaluate a portfolio of opportunities and select the opportunities that have the best potential for Market Value Leadership.

Level 1 of the Market Value System enables a company to focus its resources on the components of Market Value that have the greatest impact on Market Value Leadership.

Level 1 of the Market Value System is included in Kesting Ventures® Corp's ISUM Competitive Intelligence System, whenever a product is a component of a more complete system. This provides the added benefit of determining the relationship between component cost and the system Market Value.

Level 1 of the Market Value System contributes to future work that may be required for Level 2 and Level 3 of the Market Value System.

Like the underwater part of an iceberg, Knowledge Blocks are hidden from view.