

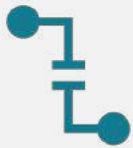


# TECH STRATEGY TOOL KIT™

Product + Service Overview

## THE WIDER CHALLENGE

Business strategy is facing the convergence of a long-term technology revolution and immediate impacts of COVID-19.



**An autonomous tech revolution:** “The “human” share of labor hours will decline from 71% to 58% by 2022 while newly emerging tasks will be created”- *World Economic Forum Future of Work*.



**COVID-19** has exposed weaknesses in organizations that have not been able to quickly evolve and reduced resources for strategic innovation.



Companies now find themselves with a scattered set of needs and priorities.



Organizations are now forced to move quickly to develop and implement strategy and operational innovation with diminished budgets and resources.





Companies are now left vulnerable to poor strategy and inconsistent strategic planning, leaving them in a worse state.

## TRADITIONAL CONSULTING IS FAILING TO MEET INDUSTRY NEEDS

Current strategic tech consulting is costly and failing to address needs of enterprise and startup due to opaque analysis and lack of practical implementation support

### Traditional Tech Consulting Model

- 
- Repackaged advice from a mostly inexperienced teams
  - “Light touch” from actual experts and principals
  - Inflated client fees and retainer agreements that lack impact

- 
- “Because we said so” advice based on vague analysis
  - Not enough actionable to guide and build support for tech initiatives

### Zylter’s Modular Approach to Tech Strategy

- ✓ Free needs assessment and practical methods to address them
- ✓ As-needed expert support and tailorable resources to efficiently build tech strategy and win support

- ✓ Specific and proven methods based on experience with startups, enterprise and Government
- ✓ User-focused and repeatable resources for compelling analysis and strategy

Our modular and practical *Tool Kit* approach provides a new, drastically improved paradigm for tech-focused strategy

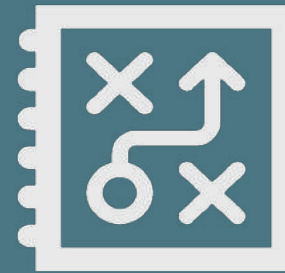
## OUR SOLUTION

Our *Tool Kit* gives you a free strategy audit and a tailored assessment report with the best five *Tool Kit* modules to build your tech strategy. We provide expert support and tailorable resources to apply the modules.



A library of 70+ modules that have helped win 12+ million in funding and resources for our consumers

[LEARN MORE ABOUT THE TOOL KIT](#)



A free assessment, tailored plan and purchasable modules for as low as 5% the cost of traditional tech strategy consulting

[TAKE THE NEEDS ASSESSMENT](#)



1-on-1 expert support for your strategy analysis and presentation to future-proof a project or entire business

[VIEW ASSESSMENT REPORT SAMPLE](#)

[ click on hyperlinked buttons to view ]

**We provide the resources and expertise you need to build and personalize your strategy for new tech adoption.**

# WHAT IS IN A MODULE?

Each module applies years of tech strategy experience to provide methods and tailorable resources to build support for and investment in your tech-focused strategy.

**PROFESSIONAL DESIGN +  
PACKAGING**

**DETAILED + PRACTICAL  
METHODS**

**COMPLETE FRAMEWORKS  
+ EXAMPLE CASES**

**TAILORABLE TEMPLATES  
+ RESOURCES**

**CORE ANALYSIS+  
STRATEGY EXPERTISE**

**INDUSTRY + TECH  
LANDSCAPE EXPERIENCE**



Modules selected for you, based off your indicated needs

The detailed and practical method, how to use it, how to apply it, and helpful hints to help with understanding

An example of the resource for and your outcome from method execution

Modifiable frameworks and resources to fit your strategy, branding and presentation

User-centered design to make detailed methods simple and outputs compelling

70+ modules from over years of experience apply the methods to address real client needs and guide strategic decisions

## THE TOOL KIT IS POWERED BY ZYLTER EXPERIENCE

Zylter is a tech strategy consulting firm, built to accelerate strategic growth with tailored and compelling analysis.

We don't look or operate like your traditional consulting firm.

### Our Mission

To democratize and increase the impact of strategic tech consulting by combining practical expertise with right-sized modular resources based on analysis, design and strategy.

### Founder Backstory

Zylter was founded to demonstrate the power of design-conscious strategic analysis to accelerate tech adoption in industry.

Founder Matt Boyer started as an Army soldier, West Point grad, combat leader in Iraq and strategic advisor in Afghanistan.

He found that the military emphasis on practical analysis and strategic decision-making readily applied in emerging tech strategy.

Matt has built a team of experts and resources to guide practical tech strategy for government, enterprise and startup clients.

**Through Zylter's work with both commercial and government leaders we have built the tech-focused expertise and support tech leaders trust**

**OUR PRODUCT** In a world of high-cost consultants with vague analysis, we provide free knowledge and right-sized support for your team.

The *Tool Kit* merges strategy, analysis and design to provide modular resources and expert support at an affordable price.

Our critical thinking provides intelligence as a service to guide your immediate decision making and build a compelling strategy.

Examples of Our 70+ Tech Strategy Tool Kit Modules

The image displays three examples of Zylter's Tech Strategy Tool Kit modules, each consisting of a cover page and a detailed content page.

- Competitor Landscape Analysis (CLA):** The cover page features the CLA logo and the title. The content page includes sections for 'WHAT IS IT?', 'HOW CAN I USE IT?', and 'HOW DO I APPLY IT?'. It describes a framework for identifying market opportunities by assessing existing companies and products, and includes a detailed diagram of the framework.
- Quantitative User Profile Development (QUP):** The cover page features the QUP logo and the title. The content page includes sections for 'Method', 'Framework', and 'HOW DO I APPLY IT?'. It describes a method for describing product or service usage for each group with numbers and quantitative metrics, and includes a 'QUANTITATIVE USAGE PROFILE FRAMEWORK' diagram with charts.
- User Persona Development (UPD):** The cover page features the UPD logo and the title. The content page includes sections for 'WHAT IS IT?', 'HOW CAN I USE IT?', and 'HOW DO I APPLY IT?'. It describes a structured description of qualitative user characteristics and related attributes to inform subsequent design activities, and includes a 'Validate! User Persona 4: AI Home Learners' diagram.

# WHO IS USING THE TOOL KIT

The *Tool Kit* has provided practical strategy and reusable resources for companies at all stages to develop, adopt and improve their operations with emerging tech. Here are some examples:



## Tech Innovators

*Start-ups and Early Stage Companies*

Leverage our expertise and resources as their "Chief Strategy Officer in a box" building out their capabilities internally or adding it as an RFP externally

## Tech Seekers

*Growth-Oriented Enterprise Companies, Government*

Apply our expertise to guide corporate tech strategy and enable new tech adoption for operational improvement



# WHO WE HELP

We provide both *Tech Builders* and *Tech Seekers* with expertise to sell and grow their emerging tech programs!



**TECH BUILDER (INTERNAL)**

I am an operating founder/ executive leader of an early-stage or quickly expanding company seeking resources to plan development and expansion of my new tech-based solutions for industry.

*“How do I secure my next round of funding and provide thorough analysis validating my ideas and thinking?”*

**TECH BUILDER (EXTERNAL)**

I am an operating founder/ executive leader of an early-stage or quickly expanding company seeking a partnership to (white label) sell additional capabilities to better serve my clients.

*“How do I build out my company's capabilities while keeping a lean payroll?”*



**TECH SEEKER EXECUTIVE**

I am an executive or senior leader at a large enterprise company. I consider myself tech engaged but lack the organic team to assess emerging tech solutions and their strategic benefits.

*“How do I plan for and adopt technology to reduce operating costs and increase our market share?”*



**TECH SEEKER OPERATIONAL**







I am a program manager and operational leader with a wealth of practical knowledge but lack the depth in technology solutions to find the right tech and win support for adoption.

*“How do I quickly deliver in-depth critical thinking with sophisticated presentation to my boss win internal resources and support”*

# TOOL KIT USE CASE: TALESPIN XR

The Tech Strategy Tool Kit is applied by [Talespin](#), a tech innovator that builds extended reality (XR) for enterprise. Zylter support enabled Talespin to close two principal investment rounds over a four-year period, by applying 1:1 expert support to these modules:

## TECH STRATEGY TOOL KIT MODULES APPLIED

	<b>HOW DO WE START A CORE STRATEGY FOR TECH DEVELOPMENT/ ADOPTION?</b>	<b>TAR</b>   Tech Adoption Roadmap	<b>TAR</b>   Tech Builder Roadmap					
	<b>HOW DO WE ENSURE WE HAVE A CLEAR STRATEGIC PLAN?</b>	<b>ROI</b>   Strategic Return on Investment Assessment	<b>CLA</b>   Competitor Landscape Analysis	<b>IRD</b>   Implementation Roadmap Development	<b>SOM</b>   Solution Opportunities Mapping	<b>SEM</b>   Strategic Engagement Mapping	<b>SRD</b>   Strategic Roadmap Design	<b>SEP</b>   Strategic Engagement Prioritization
	<b>HOW DO WE DELVOP AND DESIGN A SOLUTION THAT SERVICES OUR USERS NEEDS?</b>	<b>PDD</b>   Product Requirements Document	<b>TMA</b>   Tech Maturity Assessment	<b>PCD</b>   Product Catalog Design	<b>SCB</b>   System Component Breakdown	<b>PRD</b>   Product Roadmap Development		
	<b>HOW DO WE ENSURE DELIVERY AT EACH STAGE OF THE SOLUTION LIFECYCLE?</b>	<b>MRD</b>   Manufacturing Readiness Assessment						
	<b>HOW DO WE MAXIMIZE OUR PRICING FOR OUR SOLUTION, AND HAVE A TIGHT GRIP ON OUR MARKET?</b>	<b>SNA</b>   Social Network Analysis	<b>TAM</b>   Total Addressable Market Estimation	<b>PPD</b>   Pricing Proforma Development				
	<b>HOW DO WE BETTER SUPPORT OUR USERS AND WORKFORCE?</b>	<b>UPD</b>   User Profile Development	<b>USA</b>   User Segmentation Analysis	<b>USD</b>   User Story Development				
	<b>HOW DO WE UPDATE AND REFINE OUR PROCESS DESIGN, IMPROVING EFFICIENCY AND EFFECTIVENESS?</b>	<b>ABM</b>   Activity Based Management Design	<b>OPM</b>   Operation Process Mapping					

# TOOL KIT USE CASE: TALESPIN XR

Since 2017 our *Tool Kit* resources have guided the build-out of [Talespin](#) XR solutions and provided expertise to guide enterprise client tech strategy to adopt Talespin offerings

## TECH STRATEGY TOOL KIT MODULES APPLIED FOR TALESPIN

	Year 1		Year 2		Year 3	Year 4		
<b>CORE STRATEGY</b>	<b>TAR</b>   Tech Adoption Roadmap	<b>TAR</b>   Tech Builder Roadmap						
<b>STRATEGIC PLANNING</b>	<b>ROI</b>   Strategic Return on Investment Assessment	<b>CLA</b>   Competitor Landscape Analysis	<b>IRD</b>   Implementation Roadmap Development	<b>SOM</b>   Solution Opportunities Mapping		<b>SEM</b>   Strategic Engagement Mapping	<b>SRD</b>   Strategic Roadmap Design	<b>SEP</b>   Strategic Engagement Prioritization
<b>SOLUTION DESIGN + DEVELOPMENT</b>	<b>PDD</b>   Product Requirements Document	<b>TMA</b>   Tech Maturity Assessment	<b>PCD</b>   Product Catalog Design	<b>SCB</b>   System Component Breakdown		<b>PRD</b>   Product Roadmap Development		
<b>SOLUTION LIFECYCLE PLANNING</b>					<b>MRD</b>   Manufacturing Readiness Assessment			
<b>MARKET ANALYSIS + PRICING</b>					<b>SNA</b>   Social Network Analysis	<b>TAM</b>   Total Addressable Market Estimation	<b>PPD</b>   Pricing Proforma Development	
<b>USER + WORKFORCE ANALYSIS</b>	<b>UPD</b>   User Profile Development	<b>USA</b>   User Segmentation Analysis				<b>USD</b>   User Story Development	<b>QUP</b>   Quantitative Usage Profile Creation	
<b>PROCESS DESIGN + IMPROVEMENT</b>						<b>ABM</b>   Activity Based Management Design	<b>OPM</b>   Operation Process Mapping	

Zylter now serves as the Chief Strategy Officer (CSO) for Talespin, guiding internal solution development and XR adoption by Talespin's Fortune 500 clients

## TESTIMONIALS

Hear what our past and current clients and teams have to say about the Tech Strategy Tool Kit:

*“[With the Tech Strategy Tool Kit] Individuals can go after a particular problem or a more significant ambiguous problem. Another pro to the product is its modularity.- Playing on different levels as a standardize turnkey which shows the thinking, and strategy of work and then a dynamic level of added value from the 1-on-1 implementation support” – VP, CMP Strategic Initiative at Starbucks Coffee Company*

*“Helping even tech savvy people understand the full capabilities of what is out there and how to use it” – Author of the Amazon.com International Best Seller Leadership in Balance*

*“Execution is what the Tool Kit charges for” – Vice President Co-creation Strategy at Launch Forth*

*“Onboarding is really efficient a lot of value out without a lot of work in” – Business Owner and Principal Lawyer*



# TOOL KIT OUTCOMES + IMPACT

The *Tool Kit* modules decrease the time for startups to close investments, increase efficiency of enterprise tech adoption and identify new markets for revenue growth.

**Our modules and support are used to secure investment + grow tech programs**

- ❑ Widely used by Tech Innovators and Founders to validate market opportunities and validate their strategic approach for investors.
- ❑ Tech Innovation support is focused on achievement of key growth milestones for growth and additional funding.
- ❑ Tech Seekers leverage our support to build internal capabilities and win resources for their enterprise tech adoption programs.

**Not just support, but hands-on expertise**

- ❑ Our Tool Kit is based 15+ years of tech adoption experience and strategic perspective.
- ❑ We apply expertise acquired from leading strategic tech initiatives for 16 different companies and Government organizations.
- ❑ Tool Kit resources and our expertise have enabled clients to secure \$12+ Mil in equity investment based on clear strategic analysis and compelling presentation.

**Let us do the heavy lifting while you can take the credit!  
Our Tool Kit is designed to enhance your team's expertise, make the outcomes your own, and enable your initiative to succeed.**

Complete our free 1-minute strategic assessment to identify your needs and receive a tailored report!



[GO TO THE 1-MINUTE  
STRATEGIC ASSESSMENT](#)

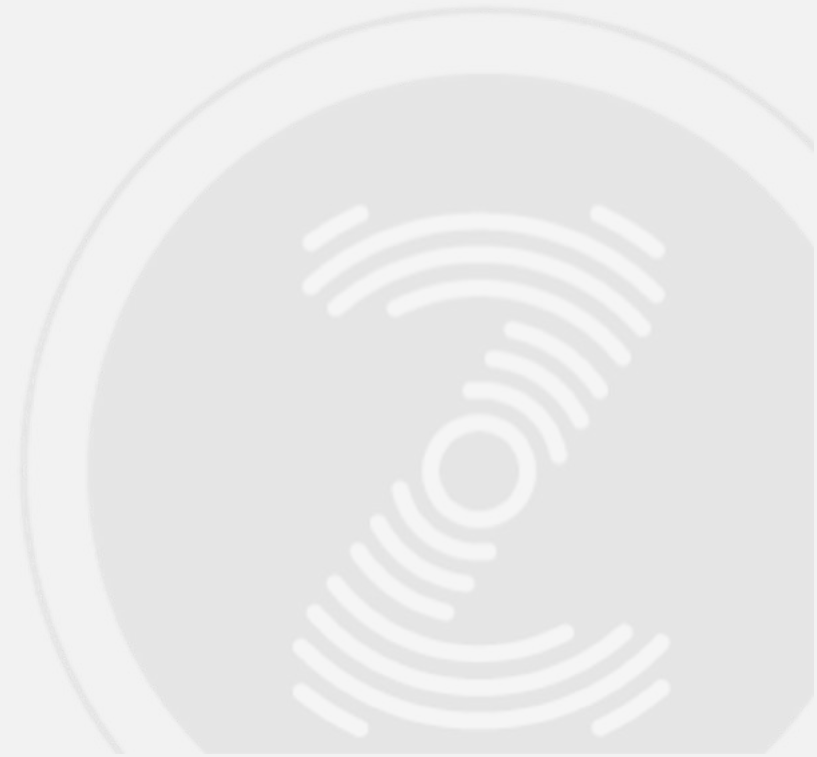
**We have the tools to make  
your future a reality !**

Contact our solutions team at:  
[TSTK.support@zylter.com](mailto:TSTK.support@zylter.com)



**YLTER**

# ADDITIONAL INFORMATION: TOOL KIT STRUCTURE + RESOURCES



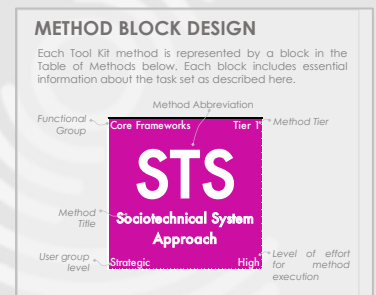


# TOOL KIT DESIGN

The Tool Kit provides 70+ methods and expertise across tech functional areas and at the right level of detail for your needs.

	GROUP 0   CORE FRAMEWORKS			GROUP 1   STRATEGIC PLANNING			GROUP 2   SOLUTION DESIGN + DEVELOPMENT			GROUP 3   SOLUTION LIFECYCLE PLANNING			GROUP 4   MARKET ANALYSIS + PRICING			GROUP 5   USER + WORKFORCE ANALYSIS			GROUP 6   PROCESS DESIGN + IMPROVEMENT		
<b>TIER 1</b> Summary Approaches	<b>STS</b> Sociotechnical System Approach	<b>TAR</b> Task Assessment + Adaptive Tooling	<b>TBR</b> Task Behavior Tracking	###	###	###	<b>SRL</b> Software System-Level Assessment	<b>TUI</b> Task Use Case Methodology	<b>SOP</b> System Operating Profile	###	###	###	###	###	###	###	<b>SRL</b> Software System-Level Assessment	###	###		
<b>TIER 2</b> General Assessment				<b>SEM</b> Strategic Engagement Modeling	<b>SR</b> Strat. Requirements Development	<b>ROI</b> Strategic Return on Investment Assessment	<b>UCD</b> Use Case Description	<b>OEA</b> Operating Environment Assessment	<b>PRD</b> Product Requirement Document Template	<b>ASA</b> Assessment of Software Alternatives	<b>FLD</b> Fully Loaded Budget	###	<b>MPD</b> Multi-Product Development Approach	<b>CNF</b> Connectivity Network Framework	###	<b>UPD</b> User Profile Development	<b>USA</b> User Expectation Analysis	<b>SDD</b> Service Delivery Design	<b>TSD</b> Task Worker Design	<b>OKR</b> Objectives and Key Results Based Design	###
				<b>SFD</b> Strategic Forecast Development	###	###	<b>SFS</b> System Feature Set	<b>TMA</b> Task Maturity Assessment	<b>DPR</b> Design/Prototype Review	###	###	###	###	###	###	<b>TFH</b> Task & Feature Maturity Assessment	<b>SOE</b> System Operational Environment Change	<b>USD</b> User Buy Development	###	###	###
				###	###	###	<b>SCC</b> System Capability Development/Control	<b>SES</b> System Deployment Set	<b>SCS</b> System Component Strategy	###	###	###	###	###	###	###	###	###	###	###	###
<b>TIER 3</b> Detailed Assessment				<b>CLA</b> Competitor Landscape Analysis	<b>SRD</b> Strategic Roadmap Design	<b>IRD</b> Innovation/Industry Research Development	<b>SJM</b> Software Journey Mapping	<b>SRI</b> Software Requirements Identification	<b>PCD</b> Product Coding Design	<b>TCO</b> Total Cost of Ownership Assessment	<b>TCM</b> Total Cost of Ownership Modeling	<b>MRA</b> Manufacturing Resource Assessment	<b>MEC</b> Multi-Engagement Concept	###	###	<b>QUP</b> Qualitative Usage Profile Creation	<b>TAI</b> Task Adaptive Interface	<b>FTA</b> Functional Task Analysis	<b>PRL</b> Product Business Level	<b>ABM</b> Ability Based Management Design	<b>OPM</b> Operational Process Mapping
				<b>SFA</b> Strategic Forecasting Analysis	<b>SEP</b> Strategic Engagement Planning	###	<b>KTD</b> Knowledge Transfer Design Approach	<b>PRD</b> Product Roadmap Development	<b>TEP</b> Task Deployment Profile	###	###	###	###	###	###	<b>QSD</b> Qualitative Survey Design	<b>SFG</b> Strategic Flow Design	###	###	###	###
				###	###	###	<b>SCB</b> System Component Breakdown	<b>TUP</b> Task Use Case Prioritization	###	###	###	###	###	###	###	###	###	###	###	###	###
<b>TIER 4</b> Technical Analysis				<b>OBA</b> Operational Benchmarking Analysis	<b>SOM</b> Software Opportunity Mapping	<b>IAP</b> Innovation/Industry Action Prioritization	<b>CFA</b> Concept of Operation Feasibility Assessment	<b>PCP</b> Product Coding Prioritization	<b>TPD</b> Task Proposal Development	###	###	###	<b>SNA</b> Small Network Analysis	<b>PPD</b> Policy Process Development	<b>CRM</b> Chief Revenue Modeling	<b>WDR</b> Workforce Development Requirements Analysis	<b>TTA</b> Taskload Trend Analysis	<b>WAM</b> Workforce Allocation Model	<b>PMS</b> Process Modeling + Simulation	<b>PDR</b> Process Design + Enhance	###
				###	###	###	###	###	###	###	###	###	<b>TAM</b> Task Allocation Model Simulation	<b>QDD</b> Qualitative Decision Design	###	###	###	###	###	###	

MODULE TIERS	PRICING	LEVEL OF SUPPORT	DESCRIPTION	
	TIER 1: SUMMARY APPROACHES	FREE	Published Resources	High-level approaches and resources that include multiple higher-tier methods. These are essential resources that we provide for free to guide user planning and assessment of needs.
	TIER 2: GENERAL APPROACHES	\$6,200	20 Hours of Expert Advise	Methods and resources that can be executed with mostly descriptive information and quickly applied to inform key decisions. These modules are scaled for immediate application with minimal support at an economical price.
	TIER 3: DETAILED ASSESSMENT	\$16,200	60 hours of Expert Advise + Analytic Support	These modules guide application of extensive numeric and/or descriptive information for a more detailed examination and assessment. These modules come with a moderate level of support to guide and support user analysis.
	TIER 4: TECHNICAL ANALYSIS	Based on Needs	Expert-Led Analysis + Tailored Support	These modules include methodologies that apply extensive numeric and descriptive data to answer complex strategic questions. These modules require a high level of expertise to execute. We provide a high level of dedicated support with specialized software and resources to execute.



# TOOL KIT MODULES

Each Tool Kit module includes specific and practical instructions with examples frameworks from our extensive experience. Our support will help you make it your own!



## QUANTITATIVE USAGE PROFILE

Describe product or service usage for each group with numbers and quantitative metrics

**WHAT IS IT?** A numerical approximation of a representative person's usage of a product or service to forecast total usage, costs, pricing and revenue for a product or service

**HOW CAN I USE IT?** Completion of this approach will enable you to answer...

- How frequently and extensively are representative persons expected to use our product(s) or services?
- What user information, data and metrics do we need to understand user behavior?
- How does product or service usage vary across and within user groups?

**HOW DO I APPLY IT?**

1. Define key user groups or segments for description (usually based on personas and market segments)
2. Identify the most important metrics for assessing usage
3. Identify key factors motivating or constraining usage
4. Develop initial usage profile based on assumptions from personas and compiled qualitative information
5. Apply quantitative data to validate usage profile
6. Review and refine the usage profile based on new or improving data from actual product or service usage

**HELPFUL HINTS**

Product/service usage factors can include but are not limited to location, additional hardware, level of IT support, or how products / services are "bundled"

Engaging with representative users can provide real-life details and vital insight when defining the usage of each segment. See our Semi-Structured Interview Protocol Approach for help

Usage attributes can include frequency of reoccurrence, or number of unique users

**SOCIOTECHNICAL SYSTEM ASPECTS ADDRESSED**

## QUANTITATIVE USAGE PROFILE FRAMEWORK

The Quantitative Usage Profile Framework provides a method to model product or service usage and display it visually. The framework includes summary data, a numeric depiction of usage and a resulting visualization of usage. The framework should be refined as customer and usage data improves. Once completed this framework can help validate pricing and cost assumptions.

Summary statistics describe how overall usage patterns relate to key metrics

AVG USAGE PER WEEK (\$/\$/MARK)	0.55 / 32.5	MODULES ACCESSED	12
TOTAL USAGE PER YEAR (\$/\$)	28.2	LENGTH OF USE INCREMENT	15-45 minutes
AVG SESSIONS PER MODULE	6.3	RISK RATE (after successful completion)	36%

Weekly Module Hours Per Year

The usage data matrix allows for entry or tabulation of usage by product over time that is used for the visualization

The visualization enables identification of usage patterns over time and how usage patterns of multiple products relate to each other

RELATED STS > UPD | User Profile Development

APPROACHES > USA | User Segmentation Analysis

70+ methods and resources based on tech industry experience